



JANUARY 29, 2019

PURPOSE OF RFP

This document represents a Request for Proposal ("RFP") by ACCO Brands Corporation ("ACCO") to identify an agency to define and execute the digital marketing strategy to grow the Five Star® ecommerce business, increase overall digital demand and continue building the brand.

COMPANY OVERVIEW

ACCO Brands Corporation is one of the world's largest designers, marketers and manufacturers of branded academic, consumer and business products. Our widely recognized brands include Artline®, AT-A-GLANCE®, Derwent®, Esselte®, Five Star®, GBC®, Hilroy®, Kensington®, Leitz®, Mead®, Quartet®, Rapid®, Rexel®, Swingline®, Tilibra®, Wilson Jones® and many others. Our products are sold in more than 100 countries around the world. More information about ACCO Brands, the Home of Great Brands Built by Great People, can be found at www.accobrand.com.

PROJECT NAME

Five Star® Direct Growth Initiative

BACKGROUND

Five Star® is a premium brand in the school supply industry that teens trust and request for their school gear. With the ever growing digital marketplace, ACCO Brands is looking to capture incremental online attention via digital marketing to drive conversion on the Five Star® ecommerce site and increase overall brand engagement.

A special consideration factor for 2019 will be the reacting to the upcoming commodity inflation & tariff as price points will continue rise for the Five Star® brand. Because the brand is already premium in the market; the expectation is that the brand will have decreased sales volume.

Five Star® will also be executing its third year of the #StrengthNotStress brand campaign. In 2017, research unearthed that teen stress is at an all-time high; in fact, teens are experiencing stress levels higher than adults. To say that teens are stressed is a major understatement. With this information in mind, #StrengthNotStress was launched to remind teens that they possess the power to turn their stress into strength. And, just as Five Star® is Built Strong to Last Long™, so are teens.

Part of the proposed strategy should include a plan to use content from the brand driven #StrengthNotStress campaign, as it successfully drives in-store purchase annually during peak Back To School season. This brand campaign is prioritized annually with it's own budget to drive brand awareness, which the direct initiative should draw from for increased conversion on the ecommerce site during peak season.



BACKGROUND CONTINUED

The Five Star® ecommerce business has historically supported driving the business' revenue with an acquisition minded strategy focusing on lower funnel SEM, programmatic, social prospecting, and promotional email communications. One notable element from these efforts is the need to focus on and improve retention to ensure customers purchase repeatedly on the site. Due to the higher cost per acquisition, \$38, it is imperative for customers to purchase more than one time to increase both the 12 month and lifetime value of the customer, but this has been difficult. The best revenue driving tactics have been:

- Reorder prior purchase during back to school, the highest returning customer campaign
 - Overall email conversion rate around 5.5%
- Paid search and Google Shopping focusing on product specific searches
 - Search conversion rate 1.46%
 - High funnel search terms, for example school supplies, have been tested but yield lower conversion rates. The theory behind this is due to Five Star® only containing a portion of the school basket.
- Affiliate marketing with coupon offers
 - During BTS ROAS is between 4:1 - 5:1

Five Star® direct revenue has decreased since 2015, from \$1.1M to \$450K in 2018, which follows the decrease in funding for direct marketing. In 2019, digital marketing is being reprioritized to grow the direct ecommerce business to it's full potential and achieve, at minimum, an incremental \$1M.

FIVE STAR'S DIGITAL PROPERTIES:

- Direct to Consumer, Ecommerce Site – www.FiveStarDirect.us
- Brand Website – www.MeadFiveStar.com
- Evergreen Campaign Website – www.StrengthNotStress.com
- Ecommerce Email
- Social Media Channels: Instagram, Facebook, Twitter, YouTube, Pinterest

DIGITAL TECHNOLOGIES WITHIN ACCO BRANDS

- Google Suite (DataStudio, Optimize, Analytics, Search Console)
- IBM Watson
- PowerBI
- Socialbakers (Social dashboard)
- Crazy Egg (Heat mapping tool)
- Hot Jar



2019 DIGITAL MARKETING OBJECTIVES

1. Gain an incremental \$1M market share in the direct e-commerce business, increasing revenue from \$450K to \$1.45M
2. Maintain or increase brand engagement (current performance to be provided, and new KPIs to be outlined in the refreshed digital strategy)

TARGET AUDIENCE

- Although the Five Star brand generally targets the teen end user at school, the ecommerce business should be positioned to fulfill any customer's need, whether that customer is a teen, college student, parent, teacher, school buyer, bulk purchasers, etc.
 - Primary: Students and Teachers
 - Secondary: Parents and Bulk Purchasers; reseller, school administrator, etc.

CURRENT PURCHASER DEMOGRAPHICS:

- Primary: Parents / Educators, 35-44
- Secondary: Students, 18-24
- Male/Female Ratio: 30/70
- New/Returning Customers: 35/65
- Desktop/Mobile: 60/30

ESTIMATED ACTIVITY/DELIVERABLES

1. Digital Marketing Assessment
 - a. Analysis of Five Star's current digital marketing activity to determine key strengths, weaknesses, opportunities and threats that inform strategy development.
2. Digital Marketing Strategy
 - a. Focused on both acquisition and retention, strategy should provide clear objectives, goals, strategies and measures inclusive of high and low funnel activations to drive consideration for the brand and ultimately purchase on the Direct site.
3. Digital Marketing Tactic/Activation Plan
 - a. Based on the strategy; tactics should include paid, owned and earned media activity.
 - b. Note: digital marketing support of the back-to-school (BTS) campaign will be conducted and scoped separately.
4. Activation of all digital marketing tactics based on the activation plan (note that these activities would be scoped separately based on the aligned strategy and activation plan)
5. Ongoing maintenance of Five Star web properties
 - a. Including content creation, social media management, etc.
6. Ongoing measurement against KPIs



KEY DATES

Agency Selection

Issue RFP: January 29, 2019

RFP Response: w/o February 18, 2019

- In-person review/discussion, Kettering, OH

Activity

- Q1 2019: Digital marketing assessment, strategy & activation plan
- Q2-4 2019: Digital marketing activation

RESPONSE REQUIREMENTS

- Agency Overview
- Direct/Digital Marketing Approach & Capabilities (including media buying and planning)
- Direct to Consumer Ecommerce Growth Case Studies
- Any initial insights related to Five Star
- Proposed process/activities & timing
- Estimated budget; deliverables

ACCO CORE TEAM

- Mike Schottelkotte, Senior Manager Brand Experience (Primary Point of Contact)
- Lori Conley, Vice President Brand Experience
- Natalee Doellman, Digital Marketing Manager
- Amy Dixon, Director Digital Marketing
- Ted Fay, Vice President Digital Marketing
- Jessica Hodges, Vice President School Marketing
- Jed Peters, CMO

AUXILIARY MATERIALS TO BE PROVIDED

- Site Analytics
- Five Star Direct Revenue
- Current Digital Marketing Tactics & Results