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Staples Canada launches fresh take on iconic “It’s the most wonderful time of the year” campaign

Made-in-Canada promotional push breaks July 29, positioning Staples as back-to-school experts

TORONTO, July 26, 2013 – Staples Canada, the leader in office supplies and Canada’s largest internet retailer, announces today the launch of an integrated advertising campaign based on the popular platform “It’s the most wonderful time of the year.” The campaign, set to the Christmas classic recorded in 1963 by Andy Williams, features 30 and 15-second television commercials, 30-second radio ads, in-store signage, 15-second cinema preview spots and social media activities. The campaign reinforces Staples as Canada’s back-to-school experts.

“More Canadians turn to Staples for back-to-school shopping than any other retailer,” says Steve Matyas, president of Staples Canada. “The campaign illustrates our position as Canada’s back-to-school experts while celebrating the fun side of the season. We’re proud that we transform our stores into back-to-school havens for customers. This campaign illustrates how much we love being there when customers need us most.”

The TV commercials begin in a Staples backroom with two young associates gazing anxiously at each other and the clock. As the clock strikes twelve, the associates issue a clarion call that kick-starts the transformation of the storefront into a wild celebration with confetti, flapping laptops, dancing customers and products streaming out of a piñata. The commercial ends with the two associates satisfied in helping customers find solutions to their back-to-school needs.

Created by MacLaren for the Canadian market and placed by MediaCom, the television campaign begins airing July 29 on English and French national and regional networks, and continues for a six-week period ending on September 7. A four-week radio blitz starts in early August and includes a creative play on the rush to get back-to-school lists completed. Staples Canada has also devised a multifaceted social media program tied to a broader digital campaign in partnership with Crucial Interactive that includes robust digital media buys through sites like blogher.com, espn.com and techrader.com. There will also be in-store signage and preview spots at more than 157 theatres and 1,500 individual screens across the country.

“We’ve created a truly integrated campaign for back-to-school,” said Sandy Salmon, director of advertising for Staples Canada. “We’re using all of the channels available to explain to shoppers exactly why we’re the leader in back-to-school and how that benefits them in terms of ease of shopping, value and product variety.”

Staples Canada is the official leader in back-to-school in Canada in terms of sales and product selection.

Follow the conversation on Twitter @StaplesCanada #GoingBack

MEDIA SNEAK PEEK

Television spots: <http://youtu.be/aGuVImPbd8A>

About Staples Canada

Staples, Canada's largest office products company is committed to providing Canadians with a wide choice of office services and products. Serving all types of business - from the small home office to large enterprise - Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en GrosMC in the province of Quebec and Staples Canada in all other provinces, the company employs over 15,000 associates at 330+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada's top ten Canadian companies in Marketing Magazine's Marketing/Leger 2013 Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros also is invested in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities from coast to coast. Visit www.staples.ca for more information, or visit us on [Facebook](#) and [Twitter](#).

For interviews, media resources or further information:

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