

March 20, 2020



## Digital & Marketing Services Work From Home Essentials Campaign

### Promote Your Home Office Essentials Assortment

Dear Valued Customer,

As more employers implement work from home policies, we have developed a marketing campaign to establish your position as a go-to source for home office essentials. This campaign includes a recommended set of products workers may need, including everyday office and tech essentials, as well as furniture items to setup a Home Office.

Campaign assets include a web banner and editable PDF flyer. Download these assets [here](#). For customers using DIY Email, we will also have an email shared to your account by Tuesday, 3/24. These assets will direct your customers to view work from home products online. To accommodate this, we have created four search redirects within Smart Search. These redirects are:

- WFHEssentials20
- WFHTechEssential20
- WFHOfficeEssential20
- HomeOfficeEssential20

The list of featured products and their corresponding search redirect(s) are [here](#). Non-Smart Search customers can use this file to create redirects within their proprietary search engines.

In addition to the Work From Home Essentials campaign, our team will be developing new marketing assets as the situation evolves. You can expect more from us next week. Should you have additional ideas or requests, please direct those to [promotions@essendant.com](mailto:promotions@essendant.com) for our consideration.

Thank you for your business.

Kevin Casey  
Senior Director of Marketing