

OBJECTIVES

- Create an impactful campaign that increases market share during the Back to School timeframe
- Drive sales by presenting vendor and merchandise offers as clear, customer-friendly and promotional incentives
- Strengthen our brand recognition and perception as the Back to School headquarters
- Maximize our partnership with Reading Is Fundamental

STRATEGY

- Capitalize on current political/patriotic theme and encourage customers to shop at Macy's, using campaign buttons as the key messaging driver
 - Highlight key trends and incorporate brand names throughout all media
 - Develop creative that is timely, memorable and enticing utilizing eye-catching campaign type elements
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FPO

CREATIVE OVERVIEW

With all of America in a patriotic mood, kids, too, are eager to express their individuality and make their voices heard. Playing off the current political climate, Back to School '08 takes the spirit and energy of youth on the campaign trail as kids "vote" for Macy's and the clothes they want to wear this season. Our creative campaign juxtaposes the seriousness of the right to vote with the importance kids give to what they like and what they wear. Lots of reds, whites and blues appear consistently throughout the campaign, making the Macy's star a natural tie-in.

Visually fun and fresh, BTS '08 empowers kids to make the right fashion choices now — and for their future, the upcoming school season.

Photos are FPO only



FPO

READING IS FUNDAMENTAL

Partner with Reading is Fundamental (RIF) and communicate the organization's message with effective, brand-right creative that motivates customers to shop and donate to RIF.



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IN-STORE*

To support the campaign in-store, visual will use BTS '08 imagery including the "vote" button icon in key FOB unframe presentations and main thoroughfares.

*For reference only. Please see in-store page for disclaimer.



- Images portray kids in fun, bold poses showing their independent, patriotic side

FRONT COVER



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- Front cover prominently features the iconic campaign button
- Reading Is Fundamental campaign icon used as a front cover teaser
- 150 Birthday Logo featured on front covers
- Campaign buttons appear strategically on model's clothing

INSIDE SPREADS



FPO



FPO

- Colorful campaign buttons call out vendor names and key trends
- Patriotic-style props and backgrounds appear throughout the book in a subtle way
- A mixture of white backgrounds and simple environments appear on every spread
- Simple laydowns are used when appropriate

DOUBLE TRIOX



F&B

- Photography captures the campaign's spirit
- Iconic campaign button and Macy's logo give the campaign a unified look

SINGLE PAGES



F&B



F&B

- Tightly cropped images and easy-to-spot campaign buttons create immediate impact



FTP

- Iconic campaign buttons, "vote" trend buttons and BTS imagery are visually interbed in key FOB unitframe presentations and main thoroughfares
- mcm visual will be sending out a visual FTP toolkit to their visual partners on final elements/direction. This page is for reference that there will be 9BK/4BK/3BK set ups and does not reflect final art

PRIMARY FONT

Myriad Pro

KIDS BTS & RIF GRAPHIC FONT

XXII DONT-MESS-WITH-VIKING-HARDCORE

KIDS BTS LOCK UP



COLOR PALETTE



C= 0 M=100 Y= 91 K= 5



C= 100 M=44 Y= 0 K= 0



C= 1 M=83 Y= 0 K= 0



C= 0 M=6 Y= 95 K= 0



C= 100 M= 43 Y= 0 K= 65



C= 78 M=28 Y= 0 K= 0

***Button Distribution**

Macy's Florida will be sending the actual campaign buttons to each division, including macy's.com. The buttons will be sent to each division's Creative Director by Wednesday, May 7.

The divisions will receive:

- 4 Vote Macy's Back to School buttons
- 4 Book a Brighter Future/Reading Is Fundamental buttons
- 4 red star on white background buttons
- 4 white star on red background buttons
- 1 template (illustrator file) of vendor and trend buttons — template can be used to create actual buttons or as an example for divisions to create their own vendor and trend buttons