



Minority Status as a Business Strategy

OfficeWorks' Subtle Brand Re-positioning as MBE Targets New Business Opportunities

OfficeWorks saw the advantages of marketing themselves as an MBE. That was challenging, primarily because the owner's last name is O'Neill. Internally, the sales group gave a positive endorsement to MBE marketing, and wanted effective MBE marketing tools.

The sales and management staff also expressed a desire to promote the high quality of OfficeWorks' products and customer service above all, and recognized that their MBE status may help a Government organization make the decision to spend more than they

might, primarily because OfficeWorks is reputable and reliable. They were excited at the possibility of the company embracing the CEO's Mexican heritage, they thought it could be a fun, effective detail. Employees understood that MBE status *IS more than certification* and are willing to help OfficeWorks act as a benevolent and responsible community player in the Latino community.

We produced an ad for an Minority Supplier Diversity tradeshow that addressed this issue straight-on, and called attention to their MBE status without being too over-stated. Other marketing components are in development and will bear this strategy.

