



My books. My stationery. My store.

Media Release  
16 January 2013

### **Paper Plus appoints DraftFCB as agency of record following competitive pitch**

Paper Plus Group today announced the appointment of advertising agency DraftFCB as its full service marketing, advertising, media and communications partner.

DraftFCB was appointed after a competitive pitch process involving four agencies and will work with Paper Plus Group on a fully integrated basis across creative, media planning and buying, loyalty/DM, digital and public relations.

Paper Plus has recently taken the coveted number one spot in the books category and with more than 150 stores across the Paper Plus and Take Note brands, plus an online store at [paperplus.co.nz](http://paperplus.co.nz), the company has several exciting opportunities to take advantage of.

Lyle Hastings, Group Marketing Manager, Paper Plus Group, says, "We selected DraftFCB as they offer a fully integrated solution for all of our marketing, advertising and communication requirements. Crucially they also understand our business model and have achieved successful business outcomes for similar businesses in the New Zealand market. We're looking forward to working with them to ensure Paper Plus continues its growth trajectory and remains the retailer of choice for New Zealanders across books, stationery and office products.

"Getting DraftFCB on board as we continue to shape our digital media platform will help ensure we deliver the best possible online solutions to our customers. In addition to this their understanding of retail loyalty and the need to develop strong long-term strategic value in this space will be a real asset."

DraftFCB will commence work for Paper Plus Group from 1 April 2013 and the team will be led by General Manager of Retail at DraftFCB, Kamran Kazalbash.

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Contacts

**paperplus**group

**Lyle Hastings**  
Group Marketing Manager  
Paper Plus Group  
027 4868495

**About Paper Plus** The Paper Plus Group began 29 years ago and is one of New Zealand's largest stationery and book sellers. The Group incorporates three separate retail brands: Paper Plus, which has 109 stores; Take Note with 41 stores; and Office Spot with two stores, all offering a great range of stationery, books, magazines, cards and gifts to New Zealand consumers. There is a Paper Plus

# paperplus

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store in most towns from Kaitaia to Invercargill. It is the only New Zealand book and stationery retailer with Fly Buys.