

staples[®] CAPTIVATE

ELEVATING CONFIDENCE IN SHIPPING SOLUTIONS WHEN IT MATTERED MOST

When Canada Post labour disputes created uncertainty, Staples seized the moment to spotlight its reliable shipping services. Staples chose Captivate to effectively reach professionals directly where business happens with a five-week elevator campaign across Calgary, Montreal, Toronto, and Vancouver. The results were striking: 22% unaided recall, over a third of viewers reported increased interest, and half of engaged viewers took meaningful action. Post-campaign awareness climbed to 48%, with one in five holding a favorable opinion. Staples didn't just advertise—they delivered confidence, reliability, and impact when Canadians needed it most.

PROVEN IMPACT AMONG THOSE WHO RECALLED:

48%

POST CAMPAIGN
AWARENESS

35%

SAY AD INCREASED
INTEREST IN STAPLES

1 in 2

TOOK ACTION

5 WEEK CAMPAIGN // MARCH-APRIL 2025

3.4 MILLION IMPRESSIONS

