

an excerpt from  
The New York Times | November 27, 2006



***“Fun is a big part of what our culture is.”***

**-Bob Thacker, SVP for Marketing and Advertising at OfficeMax**

The OfficeMax online games are created by a New York boutique agency, Toy.

Bob Thacker, Senior Vice President for Marketing and Advertising at OfficeMax said, “Fun is a big part of what our culture is.” The humorous approach of the online games helps the company “connect in a more meaningful way” with consumers, he said.

The online games, presented under the rubric “Spread the cheer. OfficeMax,” are being promoted in grass-roots fashion. The Web addresses are appearing in OfficeMax holiday circulars and bag stuffers, said Anne Bologna, partner and President at Toy, and on banner ads on Web sites like AOL, MSN and Yahoo.

The “Stuck to a Pole” game will have a page on two social-networking Web sites, Facebook and MySpace, she added. That game and three others will be the subject of teaser video clips to be available on youtube.com.

“An office-supply store as a gift destination wasn’t exactly an easy leap,” said Ari Merkin, partner and executive creative director at Toy. “If we were going to ask people to get a gift at OfficeMax, we felt we would have to start by doing a little giving of our own.”

The other games satirize various seasonal mainstays like themed apparel ([myholidaysweater.com](http://myholidaysweater.com)), snow globes ([shaketheglobe.com](http://shaketheglobe.com)) and meal choices ([roastaturkey.com](http://roastaturkey.com)).

Several games are inspired by the nonhuman characters that populate the holidays, including reindeer ([everything sareindeer.com](http://everything sareindeer.com), [reindeer armwrestling.com](http://reindeer armwrestling.com)) and elves ([yougotelfed.com](http://yougotelfed.com), [elfyourself.com](http://elfyourself.com) and [elfinterviews.com](http://elfinterviews.com)).