

Creative Review

Steelcase Reach September 13, 2012

Leo Burnett

Concept 1

CEO as Futurist

CEO as Futurist Idea Statement

The C-Suite executive understands that, if they're not working five years in the future, they're 20 years behind. The Steelcase workplace—like the 21st century business leader—doesn't merely meet immediate-term needs. It meets the needs of the future. In fact, it's the best-kept secret in the world of business strategy, waiting for the future-thinking leader to discover it.

CEO as Futurist Graphic Treatment

Throughout the video, graphics are superimposed over scenes from the protagonist's day. For instance, when this executive reads the news, a graphic overlay translates the headline into Chinese, French, Japanese. On the street, he passes a boy spinning a basketball, which becomes a globe. He sees a clock on a building, which becomes a row of clocks from international time zones: London, New York, Tokyo. Smokestacks become a bar graph. Rows of plants become a floor plan. In his amplified office, we see superimposed statistics: positive employee retention, etc.

CEO as Futurist Reference Video



CEO as Futurist What Makes a Visionary?

Voice Over

What makes a visionary? In a global world, where change is the only constant, it's a commitment to finding tomorrow's solutions ... today.

A visionary knows that, if he isn't working five years into the future, he's 20 years behind.

He finds a way to capture market share, no matter the market pressures.

Because a visionary looks beyond the best practices. Beyond the business books.

He knows that the most powerful opportunities lie in the very places others neglect.

And because of this, he can unlock the promise that's trapped in our corridors and cubicles. He can augment human interaction.

Visuals

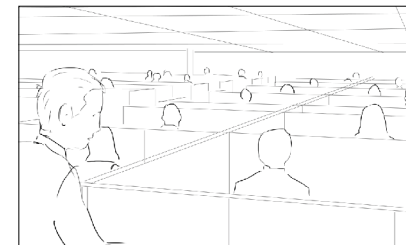
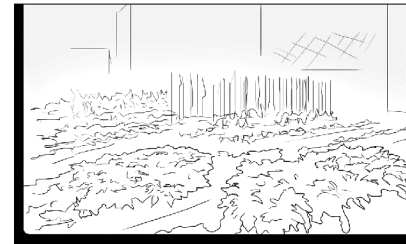
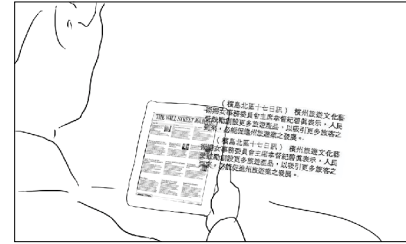
Video opens as a leader wakes. We see him hitting the alarm, tying his tie, checking his tablet for the news. He walks to the train, looking around him.

He takes a seat, looks out the window. Desolate scenery from an industrial past streams by. Smoke stacks. Train tracks.

Something catches his eye: a lush garden—an unexpected explosion of life. Greenery bursts forth. In the midst of this concrete jungle, it seems to have dropped from the sky.

In the garden, people work together with purpose and passion. The executive smiles to himself. It dawns on him: This humble community garden—an oasis in the desert—is the answer.

Now the executive walks with determination through his office. It's as gray as the scene from the train. A cubicle farm. Cluttered. Poorly lit. Crowded.



CEO as Futurist What Makes a Visionary?

Continued

He understands that real estate isn't a cost.

The executive with an architect pores over blueprints.

It's a strategy to amplify performance.

Next, he walks through the new office, a Bellini-designed amplified enterprise, equipped with Steelcase solutions: V.I.A., media:scape, Room Wizard. He takes in various scenes, like a group in a WorkCafé.

The performance of individuals.

One woman leaves the group, entering a private area to focus on heads-down work

And teams. Working shoulder to shoulder...

In another room, a group uses media:scape and pucks to share information.

Or across the globe.

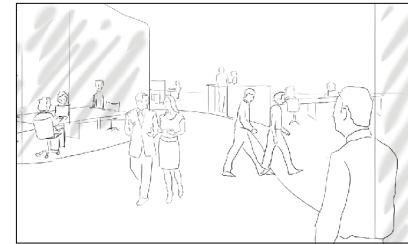
A global video conference is taking place.

What makes a visionary? The ability to unlock human potential.

The leader takes in this collaborative scene. His staff works in a state of flow. They're productive. Efficient. Cut to the community garden. There, a group works in the same collaborative spirit.

Amplify your enterprise.

SUPER: Amplify your enterprise. To learn how amplification is driving business success across the world, visit steelcase.com/amplify.



**To learn how amplification
is driving business success,**

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CEO as Futurist Reference Video



CEO as Futurist Hallway

Open on a hallway. There are no walls or ceiling. Just a floor from an office laid out like a track. The sides fade off into nothingness. The camera begins to move down the hallway. We hear the faint sound of footsteps as we move forward.

Voice Over

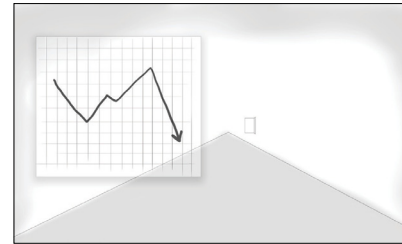
I remember the day I started. You don't get much time to soak it in when you're in charge, but I didn't need it. I was already looking five steps ahead.

Visuals

Off to the side of the hallways, we see the outside of an office as if it were a set on a stage. A worker is putting up a sign on a door with the etched letters "CEO."

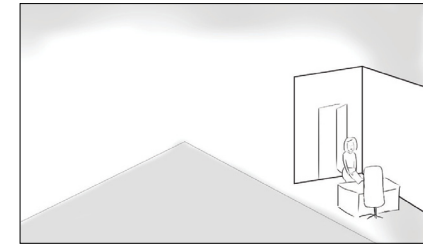
For me, amplifying the performance of my team—my entire organization—wasn't just about cutting costs or realigning strategies. Yes that matters, but all my predecessors, not to mention my competitors, tried that. I needed a real competitive advantage.

Graphic overlay showing cost-cutting charts and graphs.



Then, one day, she quit. Or tried to at least. The best we had was about to walk out the door and why? Because she finally got tired of the countless office moves and space shrinkage. In an instant, I realized our workplace was an issue.

We come upon another set. A woman sits down in front of a desk and hands a paper over to an imaginary boss. She begins having a conversation.



I didn't just modernize the office. Sure, that would get us up to the present. But I needed more than that, because the present would become the past as quickly as the paint dried.

Graphic overlay of schematics as well as statistics and data on workplace performance in an amplified workplace.
continued

CEO as Futurist Hallway

Continued

This was my opportunity to do something greater. This was about getting ahead and staying there.

The camera comes upon a door in the hallway. It opens and as we push through, we see a modern hallway.

I saw a way to change how my people work – by augmenting human interactions, giving them more choice and control to be more efficient, productive and happier.

We see another set off to the side with a group of people. One person leaves for a private room to do heads-down work.

This was about their wellbeing. Their future. Our company's future. My future.

Improved statistics and data on workplace performance.

With the light speed shifts in globalization and technology, there's no time to play catch up. I saw a way to improve my business' performance before anyone else. And I acted.

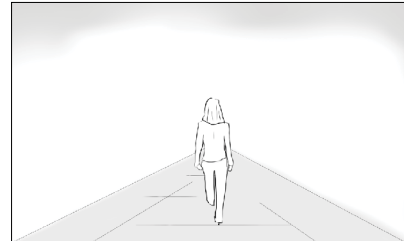
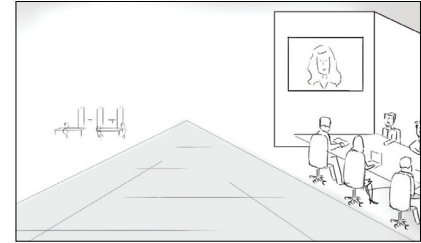
We come upon another set with Bellini walls and the next evolution in media:scape technology.

Today, I'm still not looking to modernize my office. But I'm always looking to amplify it. Maybe you should too.

The camera stops and we now see a woman walking ahead off into the distance.

SUPER:
How amplified is your enterprise?

SUPER: *To learn how amplification is driving business success, visit steelcase.com/amplify*



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Concept 2

**On Site:
Conversations on the
Amplified Workplace**

On Site Idea Statement

After years of leading corporate and cultural change, the world's most innovative executives have amassed volumes of invaluable business knowledge. Independently, this expertise is enlightening. Collectively, it is empowering.

On Site Execution

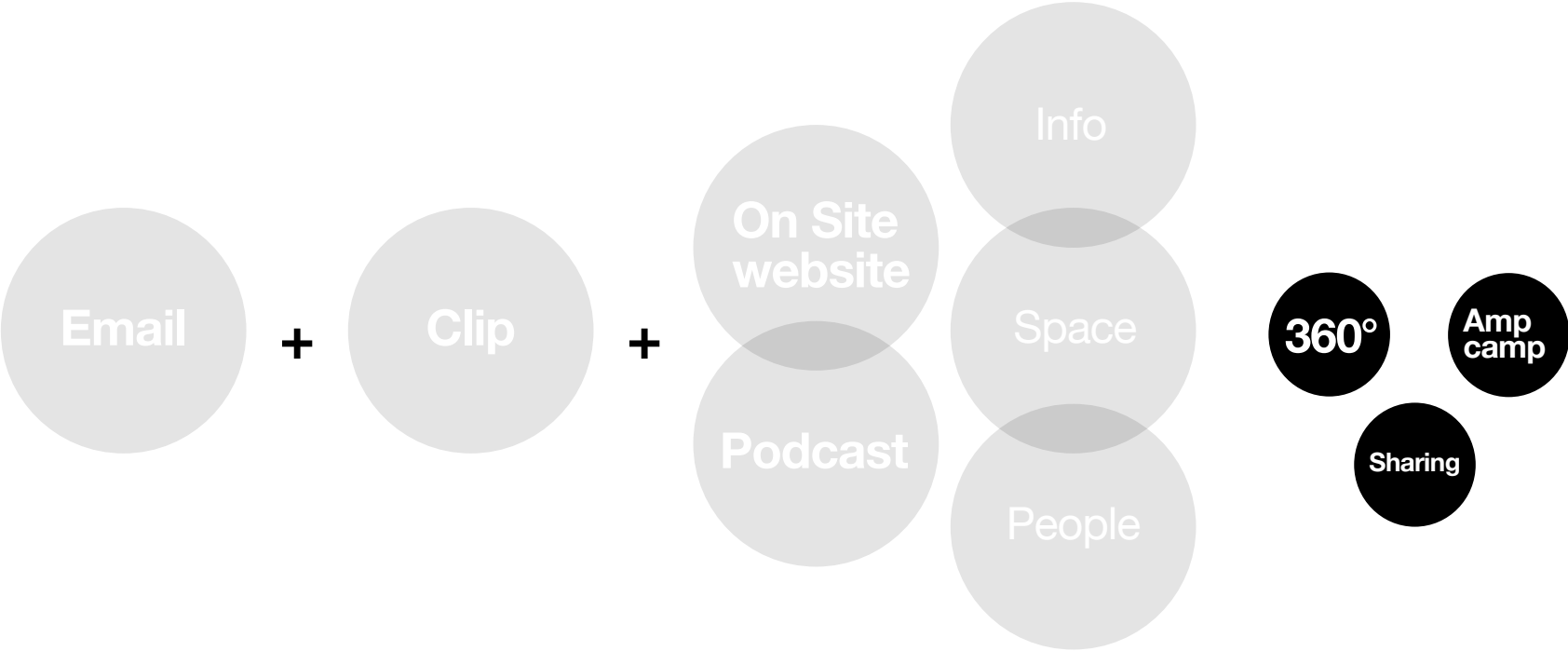
On Site

“On Site” is a series of branded webisodes featuring C-suite executives that explores the varied factors that ladder up to amplification. These learnings will then be applied to—and married with—Steelcase’s own philosophies for maximizing human potential through place. Each webisode will be hosted by Jim Hackett and spotlight a different executive. They will be intimate conversations about the salient workplace issues of people, space and information. They will position Steelcase as the thought leaders in a new category of business innovation—amplification—and become important resources for executives looking for a new competitive advantage for their company.

On Site Campaign Elements

- Jim Hackett introduces video clips via email
- Video interviews
- Website
- Podcasts
- 360° spotlights
- Invite-only panel discussion

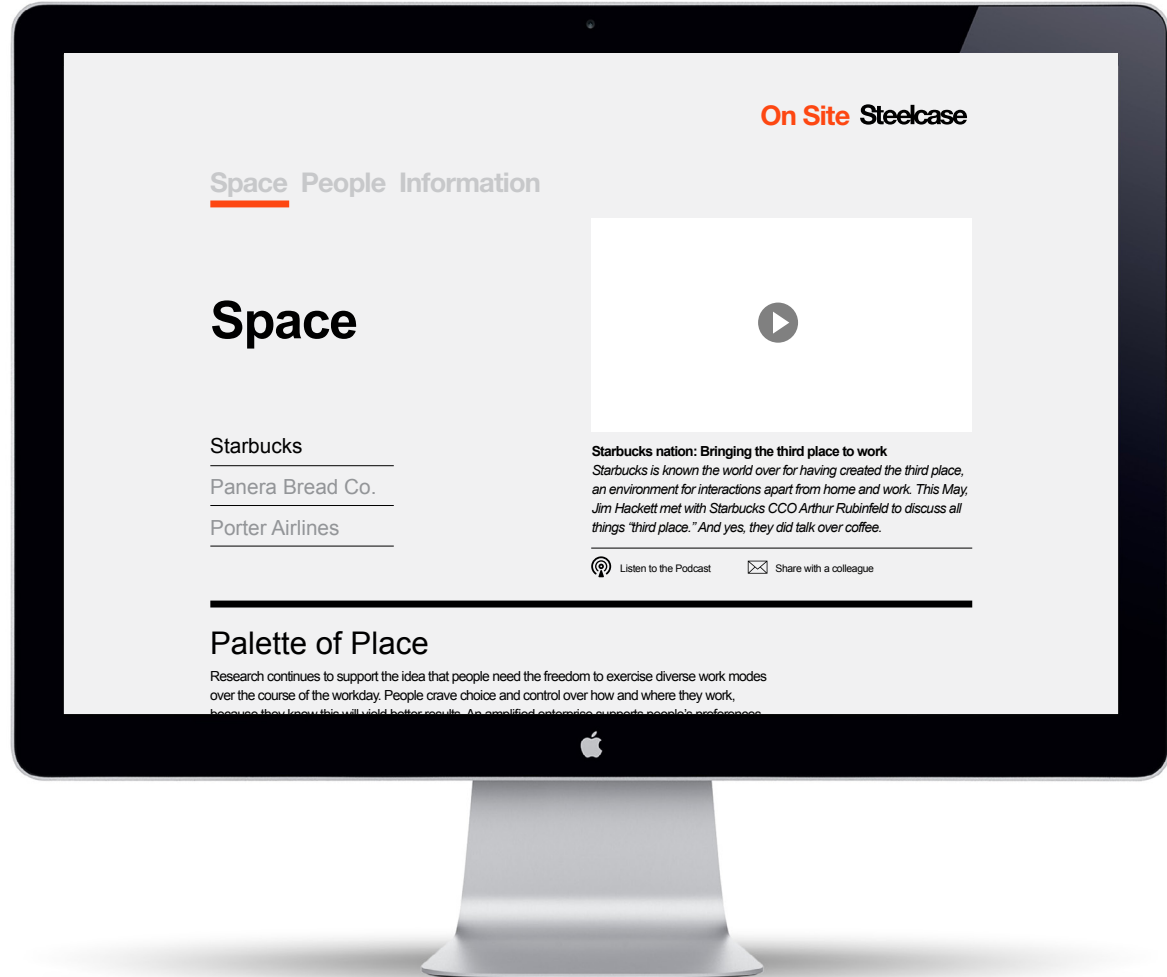
On Site Touchpoints



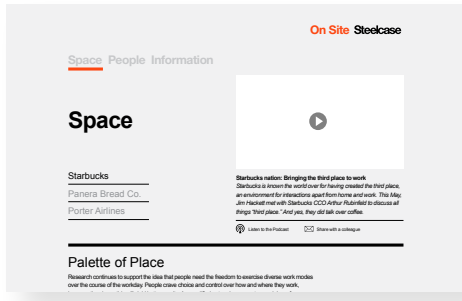
On Site Website

Palette of Place

Research continues to support the idea that people need the freedom to exercise diverse work modes over the course of the workday. People crave choice and control over how and where they work, because they know this will yield better results. An amplified enterprise supports this by providing not just one place, but a palette of places. That palette includes places for collaboration, for solitude and heads-down focus and for socializing.



On Site Space: Suggested Webisodes



Interviewee

Arthur Rubinfeld
*CCO, President,
Global Development*

Starbucks

Their Story

As the reigning “third place,” Starbucks understands people’s needs vis-à-vis space.

Our Story

A palette of place supports all the ways people work, from social to solo.

Ron Shaich
*Founder, Chairman of
the Board and Co-CEO*

Panera Bread Company

Panera’s community cafés use place to address food insecurity.

An amplified enterprise builds trust and community.

Robert J. Deluce
*President and Chief
Executive Officer*

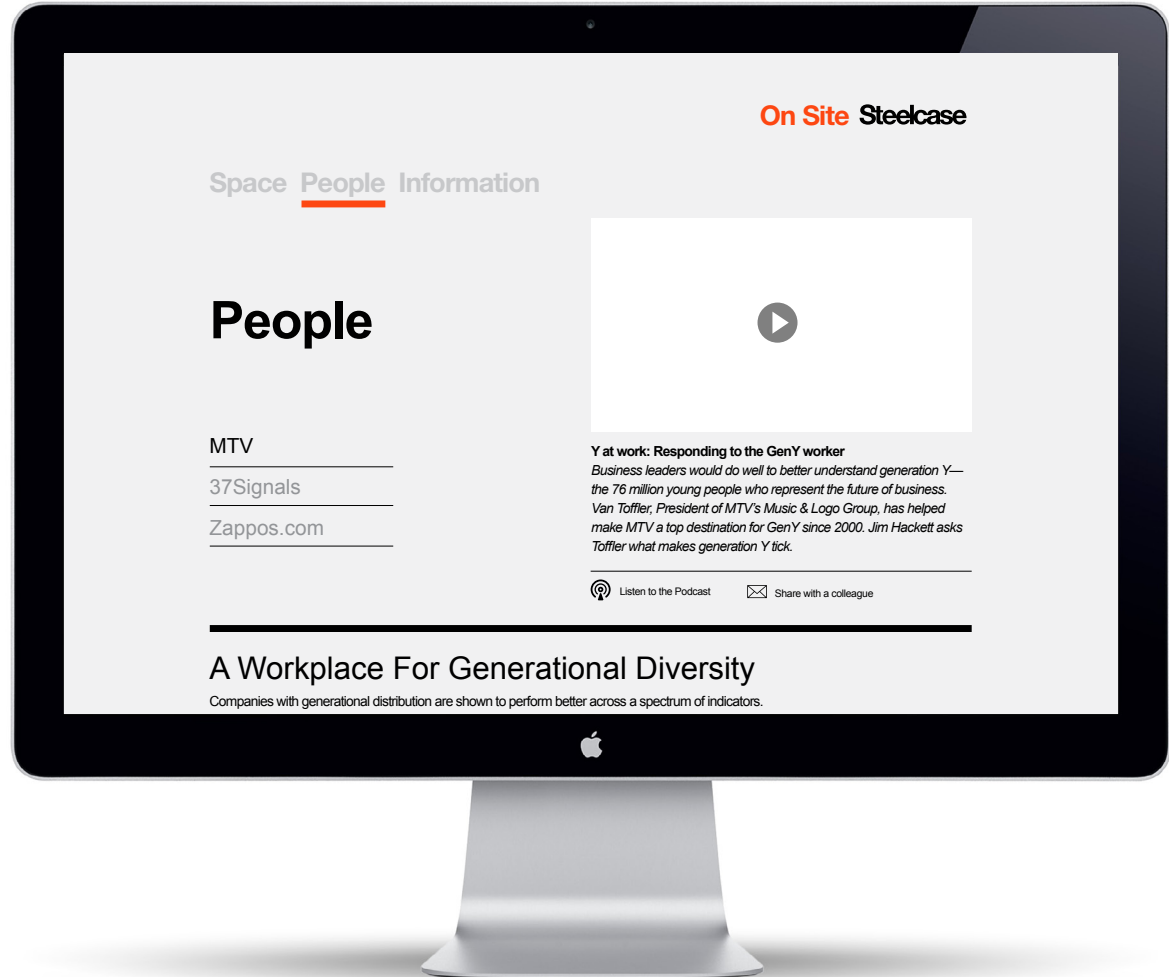
Porter Airlines

Porter’s aircraft design brings comfort back to flying.

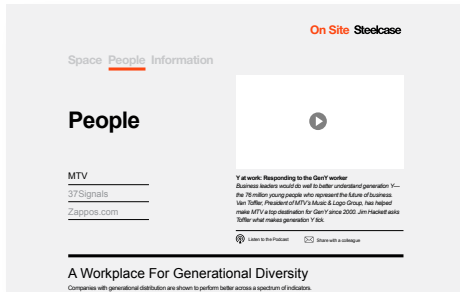
Steelcase gives businesses the opportunity to do more with less.

A Workplace for Generational Diversity

Companies with generational distribution are shown to perform better across a spectrum of indicators. But as a new generation enters the workforce, corporations are struggling to accommodate their preferences: They want more flexibility, have limited regard for traditional hierarchy and thrive on informal collaboration. An amplified enterprise can help you meet those needs.



On Site People: Suggested Webisodes



Interviewee

Tony Hsieh
Chief Executive Officer
Zappos.com

Their Story

Zappos.com's CEO insists that his first responsibility is employee happiness.

Our Story

Steelcase's concept of wellness encompasses all dimensions: social, emotional, physical.

Jason Fried
CEO, Co-Founder
37Signals

37Signal's Basecamp is the collaborative tool of choice for the creative class.

Steelcase removes barriers to collaboration.

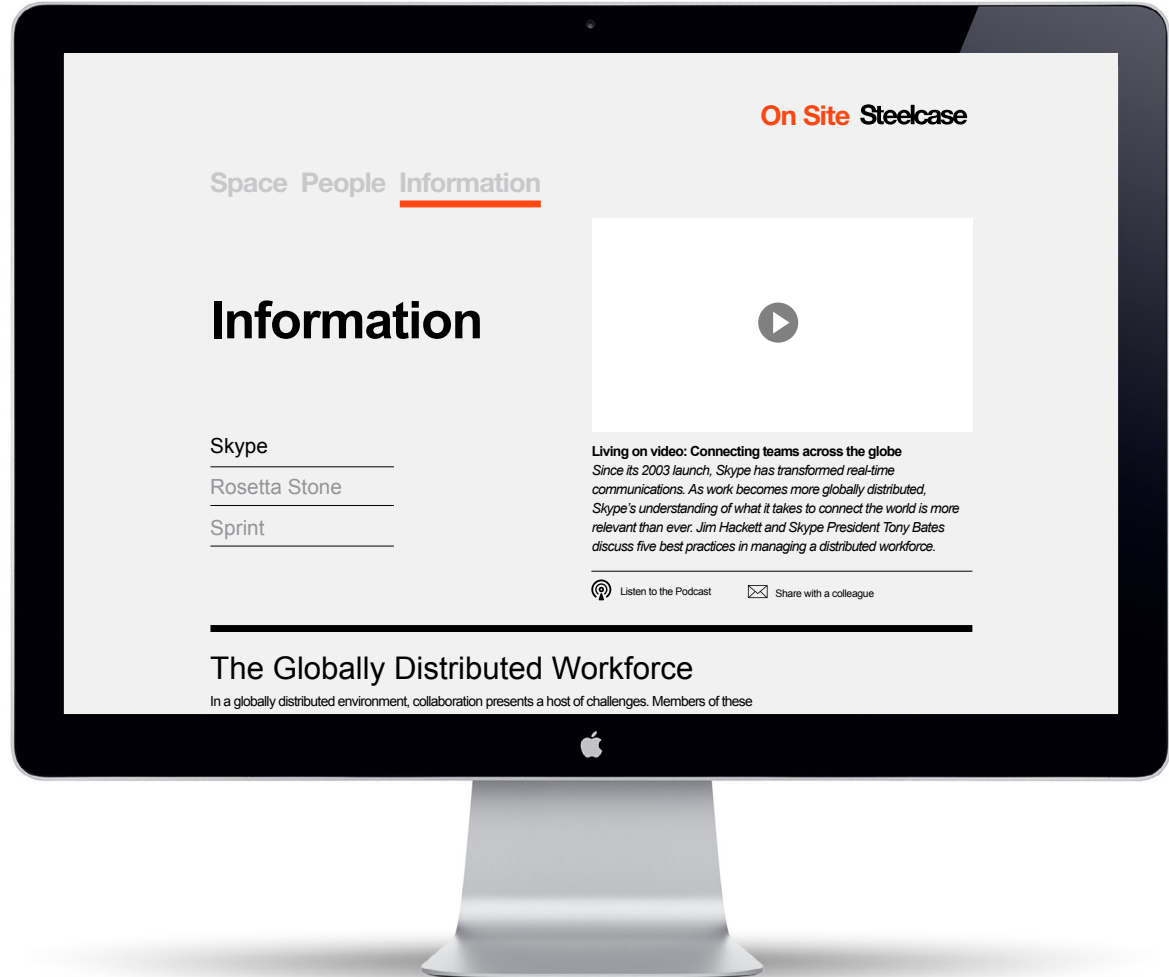
Van Toffler
President
MTV, Music & Logo Group

Few companies boast a better understanding of GenY than MTV.

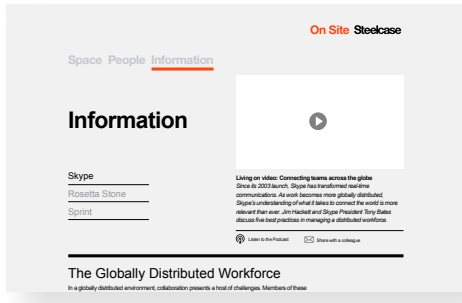
An amplified enterprise supports generational diversity, including GenY workers' preference for flexibility.

The Globally Distributed Workforce

In a globally distributed environment, collaboration presents a host of challenges. Members of these teams are hired for their expertise, not their proximity to each other. Organizations seek new ways to connect people to each other and to information, both in person and across the world. An amplified enterprise can help you do that.



On Site Information: Suggested Webisodes



Interviewee

Tony Bates
President

Skype

Their Story

As teams become more globally distributed, Skype knows what it takes to connect people.

Our Story

Living on video: a trend for the future.

Stephen M. Swad
President, Chief Executive Officer

Rosetta Stone

Rosetta Stone uses technology to revolutionize the way people learn languages.

Among the most important work modes Steelcase supports: learning.

Daniel R. Hesse
CEO

Sprint

Sprint's Direct Connect gives employees touch-of-button access to each other.

An amplified enterprise supports the ever-growing mobile workforce.

Leo Burnett