EXTRA
FINAL
SPORTS EXTRA
STAPLES LAUNCHES NEW APP!
Marketing campaign huge success!
Greetings from Main Street!
Greetings from Main Street!
Unlock the knowledge to secure your financial future.
Main Street ribbon cutting ceremony planned
Join the mayor of Main Street to celebrate the launch of the Staples MyLifeNow™ App. The day promises to deliver with interactive activities planned at local businesses. Visit the bank to learn XXX, the hardware store, to XXX or the library to XXX.
"What an exciting moment," Main Street's mayor shared. "With just one click, residents and visitors can take positive steps toward financial independence."
To download the MyLifeNow app, log on to XXX.
MyLifeNow
Mayor presents key to Main Street
WIFE-STEALING HORSE
Pioneer heads for the unknown
KLEAR COPY DESIGNS RUBBER STAMPS

Your journey down Main Street begins now.
MyLifeNow 360™

Explore Main Street.
Gain knowledge.
Be the Mayor.
Get the T-shirt.
STAPLES
Mayor of Main Street

The campaign timeline rollout
Phase 1 – "Opening Soon"
Emails and postcard
Release date poster
Phase 3 – "Door-to-Door"
Custom messaging and
key to financial future
Greetings from Main Street!
Phase 4 – "Block Party"
Contest awards
Mayor of Main Street
Phase 2 – "Grand Opening"
Invitation to grand opening
Announcement poster
Mayor of Main Street