

Hybrid work with Logitech

It's no secret that Kiwis have embraced the mix of working in the office, at home and on the go. However, one of the biggest barriers to enjoying hybrid working is not having the right set-up, not everyone has a room to dedicate to being a home office. Logitech promoted their Casa pop-up desk as the solution, which includes a laptop stand, keyboard, and wireless touchpad to create a seamless workspace.

To achieve this, we interviewed flexible work specialist Gillian Brookes, who shared expert tips on maximizing hybrid work with the Casa pop-up desk. The interview was featured in *Woman's Day*, targeting busy household decision-makers to help them work more efficiently, no matter where they are.

The campaign was a success due to:

- **Strategic Targeting:** Being placed in *Woman's Day* targeted busy household decision-makers who are often responsible for purchasing decisions in the home.
- **Relevant Solution:** Logitech's Casa pop-up desk provided a practical solution for those facing this issue, making it highly relevant to their needs.
- The online sponsored content gained **916 page views**, outperforming the average by **6%**.
- This campaign through social media reached over **29,000 users** and gained over **52,000 impressions**. As well as getting **837 link clicks**.

WOMAN'S DAY + LOGITECH PROMOTION

THE BEST OF BOTH WORLDS

The Casa Pop-Up Desk is an all-in-one workspace that simply folds away

It's no secret that Kiwis have embraced the mix of working in the office, at home and on the go. A recent survey of 1500 office workers across New Zealand and Australia revealed nearly 70% identify as "hybrid workers".

However, one of the biggest barriers to really enjoying hybrid working is not having the right set-up and a whopping 83% were unhappy with theirs - not everyone has a room to dedicate to being a home office. Having to shove the day's work into a corner of the dining table can be downright depressing.

Wellington-based flexible work specialist, or "flexpert", Gillian Brookes has a few tips for making the most of hybrid working.

"It's really important to work in a space that feels comfortable and well set up, so you feel you can focus and you're not sacrificing productivity or wellbeing," she says.

Gillian advises that investing in an ergonomically approved set-up such as the Logitech Casa - which includes a laptop stand, keyboard and wireless touchpad - will pay off in more ways than one.

"Screen position and keyboards are commonly cited as the biggest challenges when working away from a traditional desk, so this is a great solution," says Gillian. "Plus, it only takes seconds to fold away and move to a different area when the kids arrive home from school, or if both you and your partner are working from home."

"Then when the work is done, simply pack everything into the Casa's beautiful notebook-like case and switch off for the day. Seamlessly fitting in with your décor, you'll forget all about work."

"Hybrid puts work-life boundaries under pressure, so the more you can do to define them, the better off you'll be," says Gillian. "My advice is to pack away your work things once you've finished for the day, so work isn't taking over your home life."

Find out more at [logitech.com](#)

It comes in three great colours - Bohemian Blush, Nordic Calm and Classic Chic.

logitech

Woman's Day

Top tips from an expert on making the most of hybrid work

The Casa Pop-Up Desk is an all-in-one workspace that simply folds away

JAN 15, 2024 9:00AM



It's no secret that Kiwis have embraced the mix of working in the office, at home and on the go. A recent survey of 1500 office workers across New Zealand and Australia revealed nearly 70% identify as "hybrid workers".

Woman's Day NZ with Logitech
Published by Angela Wei • Paid Partnership - February 1 at 3:40 PM

Top tips from an expert on making the most of hybrid work



NOWLOVE.CO.NZ

Expert tips on hybrid working
The Casa Pop-Up Desk is an all-in-one workspace that simply folds away

Learn more

Samsung's Cordless Bespoke Jet Vacuum

Samsung launched their Bespoke Jet vacuum, combining cutting-edge technology with effortless usability - even cleaning up after itself.

To reach the household shopper, we promoted the vacuum in *Woman's Day* and *The Australian Women's Weekly NZ* through editorial mentions and a sponsored content article. These placements highlighted its standout features and benefits, educating readers on how the Bespoke Jet makes cleaning easy, effective, and perfect for busy households.

The campaign was a success due to:

- **Highlighted Main Feature:** Highlighted Samsung's innovative 'cleaning itself' feature that automatically empties the dustbin into a docking station, reducing mess and contact with dust for a hands-free clean.
- **Strategic Targeting:** Promoted in *Woman's Day* and *The Australian Women's Weekly NZ*, reaching household decision-makers who are likely to purchase cleaning products.
- **Consumer Education:** The content not only promoted the product but also educated readers on the benefits of advanced home tech, positioning Samsung as a leader in innovation for modern households.

Join the
jet set

Fly through the vacuuming with the light, stylish and powerful cordless Samsung Bespoke Jet, which practically cleans itself.

When it comes to house cleaning, who doesn't want to do the best possible job with the least amount of effort? World-renowned electronics company Samsung has just released its Bespoke Jet cordless stick vacuum, featuring game-changing technology and end-to-end convenience, including a self-emptying capability.

The Samsung Bespoke Jet offers more advanced cleaning thanks to 210w of suction power and jet cyclone technology. Through its improved design, the inverter motor is now 47% lighter yet produces high-energy efficiency to enjoy cleaner air throughout your home. A multi-layered filtration system traps 99.999% of fine dust and allergens, while the anti-bacterial dust bag stops 99.9% of bacterial growth, a must for keeping your family happy and healthy.

The superior battery capacity means you can clean for up to two hours with the two supplied batteries lasting up to an hour each and, when you're done, simply return the stylish vacuum to the integrated and clever all-in-one Clean Station. Once connected to the dock, not only will the appliance recharge at the press of a button, but it will activate Samsung's unique Air Pulse technology to rapidly empty the dust bin, meaning no dust particles will escape in the process and you'll never have to get your hands dirty again. The waste is sucked into a bag that's housed inside the clean station, which creates a non-contact, completely sealed dust removal system.

The Samsung Bespoke Jet offers outstanding cleaning on all floor types and features a special turbo spinning sweeper, which can best be described as upgraded mopping for hard floor areas. Accessories like the long-reach, flex or optional pet tool mean you'll be able to deal with everything from dog hair on the sofa to the dust on top of the bookshelf. These additional accessories are all included. The hand-held vacuum body weighs just 1.4kg, reducing the strain on wrists, so you'll be able to take on all those tricky jobs around the house with ease.

With its sleek design, the Samsung Bespoke Jet will fit right in with the interior design of your home, while the exceptional performance and convenience will have you wondering how you ever got by without it.

SAMSUNG

The cordless Samsung Bespoke Jet makes cleaning hard-to-reach areas, such as high ceilings and under furniture, a breeze.

THE AUSTRALIAN WOMEN'S WEEKLY NEW ZEALAND EDITION & SAMSUNG

18 The Australian Women's Weekly

Home

WHAT A SUCKER!

Enjoy exceptionally effective and convenient cleaning from start to finish with the Samsung Jet One cordless stick vacuum cleaner. Its all-in-one "clean station" makes storing and charging the vacuum incredibly easy – and it hygienically empties itself into the dustbin! The multi-layered filtration system traps 99.999% of fine dust and allergens, while an antibacterial dust bag inhibits almost all bacterial growth. With up to 210W of suction and a lightweight, aerodynamic design, this is the effortless way to clean your home and possibly the last vacuum cleaner you'll ever need to buy. rrp \$1799. For more info, visit samsung.com.

18 The Australian Women's Weekly

Domestic bliss

Vintage style

Home sweet home

with Wendy Moore

For years now, our interior trends have been dominated by white, white and more white, but for most of us, white just doesn't work in our everyday lives. Not only is it hard to keep clean, but too much white can also make a room feel stark and empty – and the reality is that our lives are filled with colour.

A beautiful home evolves in many ways, with collected, inherited and found pieces coming together to tell the stories of our lives, making our homes feel unique – and every great story comes with many layers.

It's this need for our homes to reflect our lives and loves that's driving a new trend that celebrates the colours and details of generations before us. To my absolute joy, I'm finally seeing a wholesale move away from white, a return to soft, livable colours, and even a resurgence of florals and chevron, reminiscent of our parents' (or even grandparents') homes.

The trick is to start with a colour scheme that ties at least three colours together. Gone is the old mantra of 70 percent one colour and 30 per cent split between two accents. This look is dominated by an entire scheme of colours, with patterns and texture bringing the accents. The colour dominating are muted shades of pink, green, yellow and – and for it – the return of purple! *AWW*

Wendy's tip

There is a great way to instantly make a home feel welcoming. If you have a large open plan space, position highly textured pieces starting from the furthest point from the entry to the room. The feature can come from a fabric measurement cloth, a patterned or thick rug, or even just cushions and throws on the bed and at your side. It's a message to guests that this is a place to relax and an invitation to feel the pieces you've collected.

18 The Australian Women's Weekly

Self-emptying!

It's hard to get a vacuum cleaner to come to a vacuum cleaner, then we don't have what we're looking for. The solution is to use a vacuum cleaner that can empty itself into a docking station. The Samsung Bespoke Jet is a cordless stick vacuum with 210w of suction power. The lightweight vacuum will deliver on any flooring surface. The multi-layered filtration system traps 99.999% of fine dust and allergens, while an antibacterial dust bag inhibits almost 99% of bacterial growth. When returned to the All-in-One Clean Station, this state-of-the-art vacuum hygienically empties while also recharging.

Ask the expert

REBECCA COLOUR EXPERT REBECCA LONG ANSWERS YOUR QUESTIONS

Q: I live in a restored villa with beautiful, original honey-coloured timber floors and several wooden furniture pieces. What wall paint colours would complement these features?

A: If you're looking for a neutral base, I would suggest warm, modern whites such as Resene Blaz Cable, Resene Merino and Resene Alabaster White. If you're looking to introduce colour, something green such as Resene Peace would provide an elegant backdrop for your warm timbers.

Q: My day-to-day working life is quite stressful, so when I come home, I want to feel calm and tranquil. How can I use colour to create that mood – what combinations would you suggest?

A: Pair Resene Just Say Blue with crisp white bedding and curtains for the ultimate tranquil escape. Introduce browsing. Lay down a Resene Small Blue and Resene Alabaster White rug into your living room to create a comfortable, cosy open feeling.

18 The Australian Women's Weekly

Shark's HydroVac

Shark wanted to bring awareness to their Cordless PowerDetect Clean & Empty System by showcasing how its innovative 'Reverse Clean Technology' doubles cleaning efficiency, capturing dirt and debris in both forward and reverse motions, and offering a smarter, more effective way to clean.

To achieve this, we promoted the vacuum in *Woman's Day* and *New Zealand Woman's Weekly* through editorial mentions and an interview with nanotechnologist, Dr. Michelle Dickinson, educating readers on how this vacuum makes cleaning effortless and effective.

The campaign was a success due to:

- **Highlighted Main Feature:** Highlighted Shark's innovative 'Reverse Clean Technology' that doubles cleaning efficiency, offering a smarter, more effective cleaning solution.
- **Strategic Targeting:** Promoted in *Woman's Day* and *New Zealand Woman's Weekly*, reaching household decision-makers who are likely to purchase cleaning products.
- **Expert Endorsement:** Dr. Michelle Dickinson, a nanotechnologist, provided credibility and educational value, showcasing the vacuum's benefits and making cleaning seem easier and more effective.
- This campaign through print reached **377,000** main household shoppers and **611,000** AP15+.

CLEAN SMARTER, NOT HARDER!

Dr Michelle Dickinson has teamed up with floorcare leader Shark to revolutionise the way you clean

As a nanotechnologist and mother of two-year-old twins, Dr Michelle Dickinson is a very busy woman. So saving time by cleaning smarter, not harder, is a cause close to her heart.

"Many of us Kiwis vacuum without thinking about the science behind how it works," explains Michelle. "Once we understand the forces and chemistry involved in cleaning, we can let science do the hard work, so we don't have to!"

Using her expertise in understanding how materials behave on the tiniest scales, Michelle has teamed up with the number-one vacuum brand in the US and UK, Shark, to help Kiwis clean more effectively.

"Shark's new PowerDetect Clean & Empty System, with its innovative Reverse Clean Technology, doubles efficiency, capturing dirt and debris in both forward and reverse motions, unlike other vacuums," she says.

"As a nanotechnologist, I spend my time analysing how tiny particles interact with surfaces. That includes understanding scientific principles like friction, adhesion and cohesion, which are all important when you vacuum and clean."

MICHELLE'S TOP 4 TIPS

- 1 DUST FIRST, VACUUM SECOND** Follow the principle of moving dirt downward and let gravity do its thing. Start by dusting high surfaces, like ceiling fans and fixtures, allowing particles to settle on the floor before vacuuming.
- 2 USE SLOW AND DELIBERATE MOVEMENTS** Vacuum slowly to allow maximum suction while the brush lifts up the debris. This technique helps the vacuum's rotating brush properly disturb carpet fibres, releasing embedded dirt and dust, and meaning you don't need to vacuum the same area twice.
- 3 HARNESS THESE THREE CLEANING POWERS** Chemical cleaning: Breaking bonds with science. Chemical cleaning relies on substances like soaps, detergents or surfactants to break down and lift dirt, grease and oil from surfaces. Thermal cleaning: Lets heat do the heavy lifting. Heat increases the kinetic energy of molecules, making dirt and grime easier to loosen. A steam cleaner is a great example – it uses high-temperature vapour to dissolve stubborn grime and kill bacteria without needing harsh chemicals.
- 4 THINK LIKE A PARTICLE** Household dust isn't just dirt – it's a mix of skin cells, hair, mites and fibres. Using technology, like Shark's Reverse Clean, not only removes visible debris, but also traps microscopic particles that are harder to see, improving air quality. The Shark Cordless PowerDetect Clean & Empty System, rrp \$1149.99, is available from leading retailers and sharkclean.co.

A woman with long dark hair, wearing a white lab coat over a brown shirt and tan trousers, stands next to a tall, grey and purple Shark cordless stick vacuum. She is smiling at the camera. The vacuum has a long tube with a motor at the top and a cleaning head at the bottom. The background is a blurred indoor setting.

Homes

Your 28-day DECLUTTERING PLAN

Sort out your stuff and transform your home into a calming space

Take the time to hold on to the things you're not planning to get rid of

From growing opobabies to "lamey" chais and fuzzy socks that barely close, many have been ditching single piles that no longer suit your taste. Seren through the clutter can feel like an insurmountable task, but starting out with a few well-set items can help things fall more easily into place.

Decluttering guru Katharine Ingelbrecht says you can turn your home into a magical unit in just 28 days. The first step is to ask yourself these three questions.

What is working?
"Nothing. Everything is a mess," I hear it. This is a common response to this question. But there is always something that is working.

so let's look more closely.

Do you put your wallet and keys in a specific place? Are all your cleaning products stored together in one cupboard? Is there a certain spot where you keep the dog's food for fear you'll be annoyed so you can see them all day? With all the noise on social media, plus numerous shows on TV about decluttering and organizing, it's easy to forget that you may already have the foundations in place to create your own organizing system. Almost certainly, there will be something that you already do that's working for you. You just have to take a moment to find and assess it.

In taking a good look at what you like about your home and which spaces are the easiest to

maintain, you can replicate all those systems in other areas. This is your time to take a step back and look at the space in a particular area, to let all of the "what ifs" become "what is." Decluttering is the process that we need to focus on. Be thorough and precise because little things can slip through the cracks. Write down as many of these observations as you like. Keep your list safe, stick it on the refrigerator and use it to inspire the process over time.

What items are essential?

I'm not going to suggest that you sleep through those "oh my gosh! A more effective way to organize your home is

Powerful vacuums clean and where they need to be used.

CLEANING HERO

Take your tid to the next level with Shark's most powerful vacuum yet, the groundbreaking PowerDetect Clean & Empty System. Dirt and dust are so much less revolting after cleaning here, which sucks up debris when pushing backwards, as well as pushing forwards, and lets up to 20 minutes of uninterrupted power. RRP \$1149.99, sharkvacuum.co.nz

Spreading your clutter over all days makes it more manageable.

TIDYING CHECKLIST

WEEK 1

- Cutlery drawer
- Spices
- Bags and coats
- Bath/toilet
- Kitchen counters
- Cleaning supplies
- Hair dryer

WEEK 2

- Car
- Foot spaces in living space and bedrooms
- Bathrooms cabinet
- TV stand/desk
- Bedroom
- Living cupboard
- Items at work/bags

WEEK 3

- Kids' school bags
- Kids' books and games
- Toys
- Makeup
- Hair accessories and jewelry
- Wafers and bows
- Beakle jackets
- Underwear drawer(s)
- Socks and shoes
- Scarves
- Freshen up unfinished items from weeks one to three
- Celebrate your progress!

Nothing is more satisfying than a tidy, clutter-free home!

12 HomesMag

Illustration: J. L.

In the know

Let's celebrate!

It's time to raise a glass to Winter 14/15, a name synonymous with beautiful Marlborough wines and celebrating its 30th birthday! "Having three decades of experience means we know the Marlborough area like an old friend, with its quirks and interesting habits," explains the brand's head winemaker, Matt Lane. "We believe the best wines capture that character – a reflection of where they've come from. Add passion to the mix, and you've got expressive wines known and trusted to represent quality without ambiguity." The Winter 14/15 range is available from supermarkets and liquor stores nationwide. See winethero.co.nz

Say Cheez

Amoroso! Cheez-It Snapd Cheez-It has arrived in Auckland available in Cheez-It Cheese and Cheddar Sour Cream & Onion, the dry-coated Snapd snacks are light, crispy and oh-so-cheesy. Snap them up at Winethero.co.nz, pp \$6.50 each.

What's hot RIGHT NOW

What we're loving this week

Take a shot

Put your body and mind with New Zealand Brand Goly – specialists in high concentration, all-natural blends designed to support your overall health and wellbeing. The range of functional juices includes Superbolic, which is boosted with ginger, turmeric, apple, lime and manuka honey, while Superbolic combines blackcurrant and beetroot juice, spiked with vitamin C and munda honey. Prefer a quick hit? Reach for a double-strength Wellness Shot – the mighty miniatures are crammed with potent ingredients to pack a punch! Available from select stockists and golyshots.com

Best in class

Getting your home spick and span for holiday entertaining will be a whole lot easier with Shark's most powerful vacuum yet! Dirt, dust and debris are no match for the brand's cutting-edge Cordless PowerDetect Clean & Empty System. Cordify vacuums only clean in one direction, but this efficient appliance cleans in forward and reverse motions, which means double the cleaning power. "With super suction, it also lasts up to 70 minutes – Shark's longest run time yet – so you can deep-clean your entire house without worrying the battery won't last. Brilliant! Available from sharkline.co.nz, pp \$1099

Chews me!

The Beauty Chef's popular Pumpers are now available in juicy Strawberry and creamy Vanilla Bites. Formulated to support collagen production, skin elasticity, hydration, immune function and overall skin health, the chewable tablets are ideal for an on-the-go health hit and contain no added sugar, artificial flavours or colours. Available from selected stockists and thebeautychef.co.nz, pp \$45

Myregyna magic

Missing your mazi? Invented by leading New Zealand cell biologist Dr Lisa West, Myregyna is a 100% natural, non-hormonal, non-invasive and designed to support women during and after menopause. The "outside-in and inside-out" system uses the Hydrating Cream (applied at night to the external genital area) and oral Dietary Supplementation (taken once daily). Together, they work to support natural lubrication, healthy function and sensation during sexual intercourse, urinary tract health and comfort, strong hair and nails, and healthy genital skin (which can be prone to dryness, cracking, itching and tearing following menopause). It's suitable to be used with hormone replacement therapy (HRT) and when used as directed, noticeable changes should be seen within one month. The Myregyna Together Pack (pp \$299, for around three months) includes the cream and dietary supplement. Available from selected pharmacies and myregyna.co.nz

84 | NZ Women's Health | November 2014

© 2014 New Zealand Women's Health | 85