

YOU DO YOU

ENCOURAGING. DIVERSE. EARNEST.

## MANIFESTO

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# YOU DO YOU

You might be worried about fitting in. But fitting in always leaves someone out: **you**.

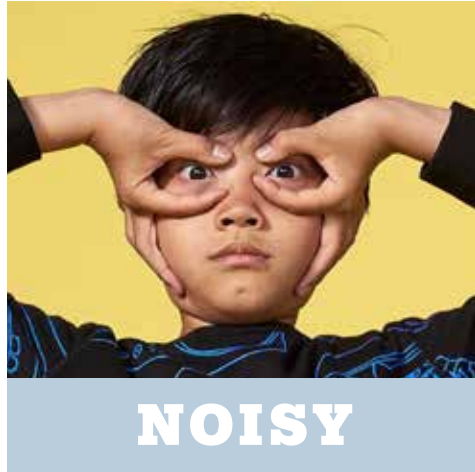
There's no rule that says you have to be popular, an athlete, the best student.

**You're here to do you.**

Maybe you're the kid that cheers the loudest for other people,  
or offers a seat at the table to someone new. Find your thing.

Be the bravest you. Be the kindest you.

**Be the you that no one else can be.**





As



as you are.



# MOM VS. KID

RELATABLE. FUNNY. ELEMENTARY.

## MANIFESTO

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# MOM VS. KID

Whether you're a mom or a kid, everyone's got first day of school jitters.

But the two of you may be worried about different things.

You need a place for their homework; they need a place to stash marbles.

**You want to pack a fresh lunch; they want a fresh-looking lunchbox.**

**We're on it.**

Shutterfly has personalized gear you'll both love...just maybe for different reasons.



REAL  
TALK

# SARAH VS. MOM



**SARAH**  
IT'S GOT MY  
FAVORITE EMOJIS.



**MOM**  
THIS BAG FITS  
EVERYTHING,  
INCLUDING HER  
PERSONALITY.



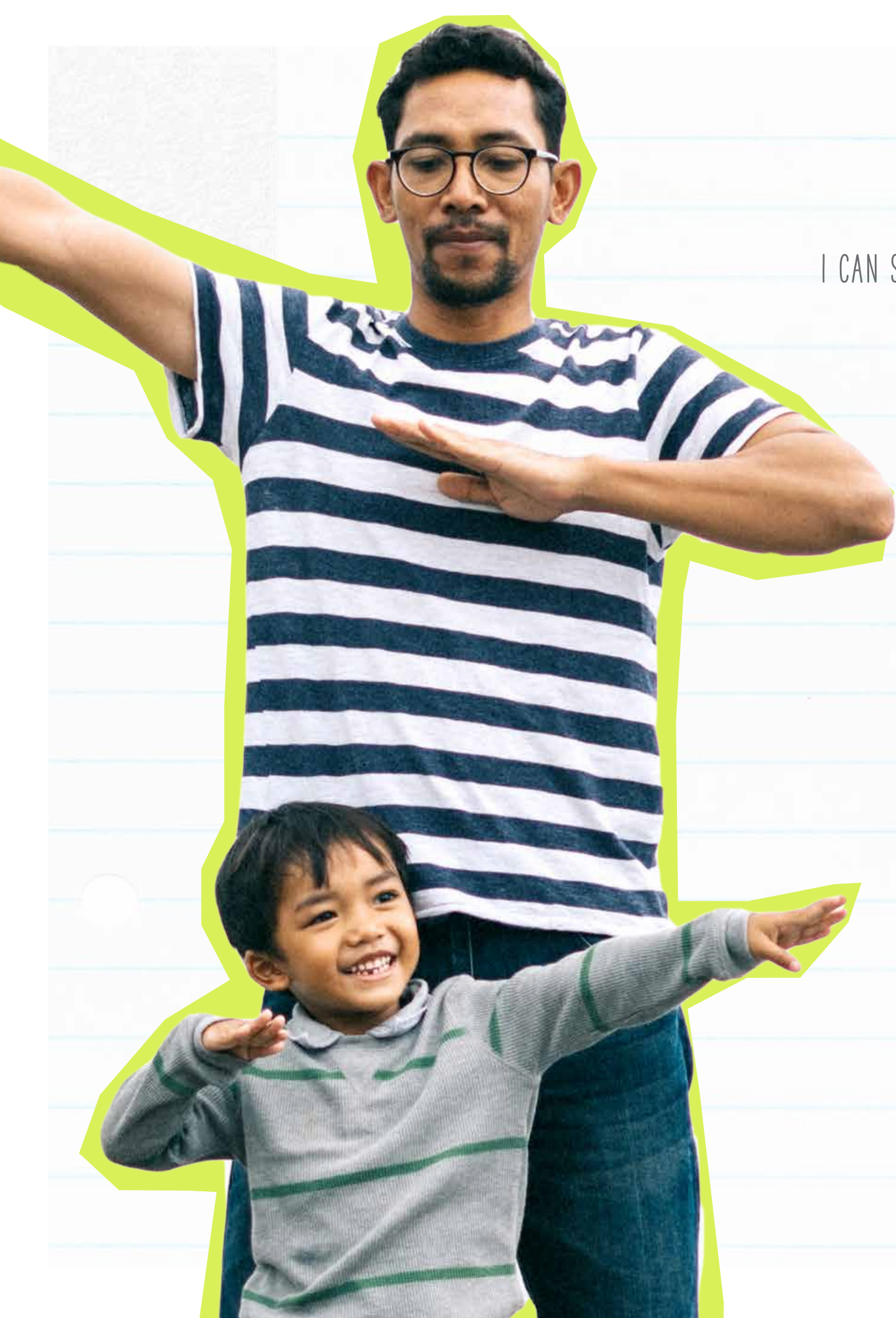
# OWEN SAYS



GOT TO PACK MY  
SKATEBOARD  
FOR AFTER SCHOOL.



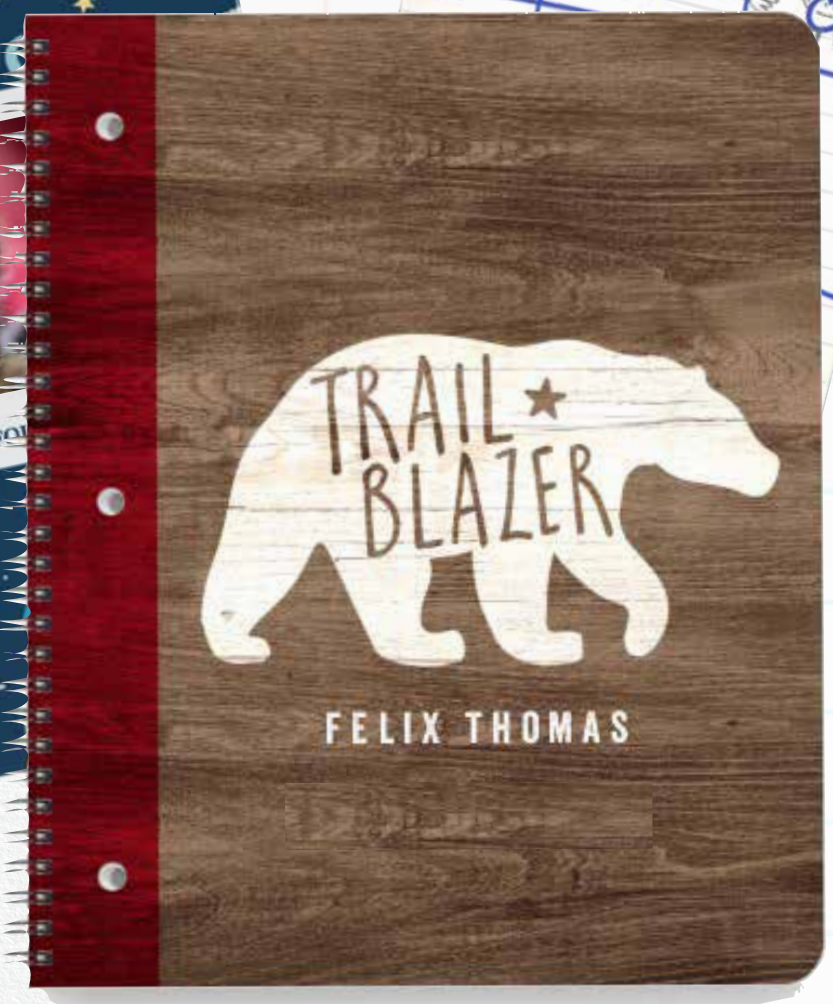
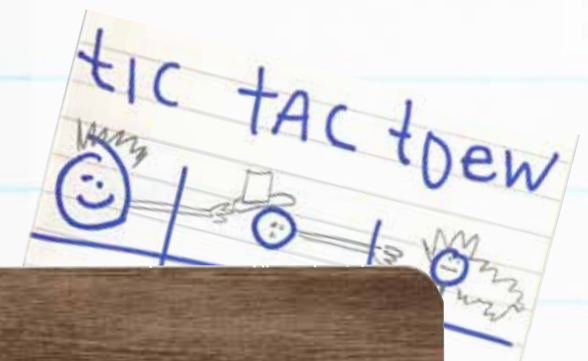
YES!  
FRUIT SNACKS  
TO TRADE.



REAL TALK

# FELIX VS. DAD

**FELIX**  
I CAN SHOW OFF MY KITTEN.



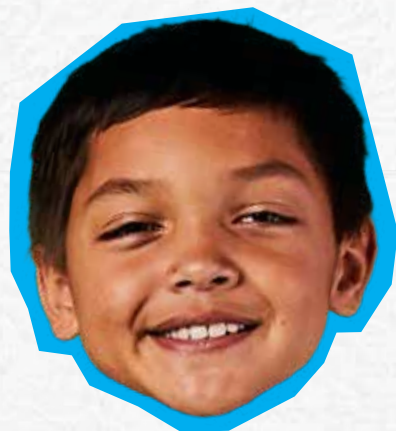
**DAD**  
HE'S GOT ONE FOR EVERY CLASS.





## MOM'S essentials

- LUNCH BOX AND WATER
- NOTEBOOKS + PENCILS
- LOADED BACKPACK
- CHANGE OF UNDERWEAR

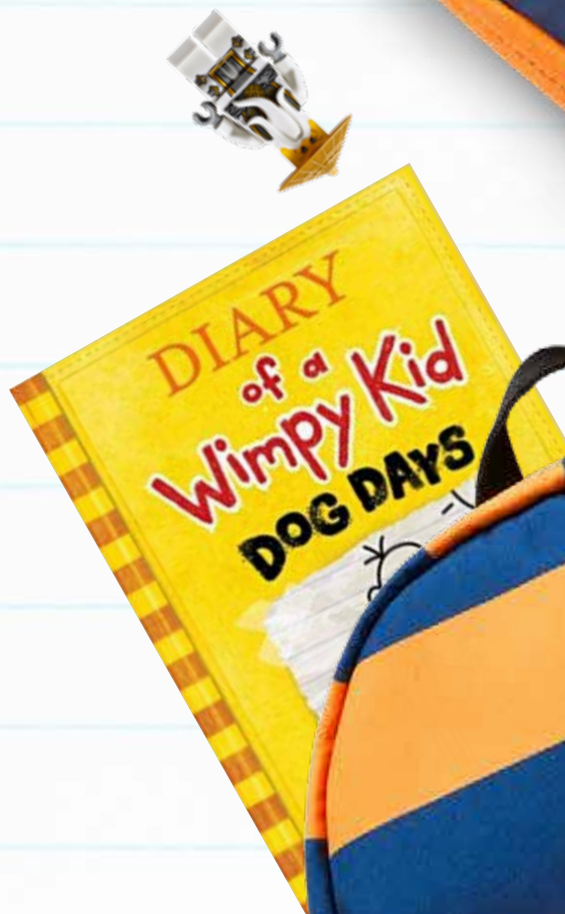


## RYAN'S essentials

- B-BALL BACKPACK
- LUNCH STUFF
- WIMPY KID MELT DOWN
- MASTER WU
- NEW FIDGET SPINNER



←  
**MOM**  
LOVE THAT IT'S  
SPILL PROOF.



→  
**RYAN**  
BASKETBALL IS  
MY THING.



↖  
**MOM**  
NO MORE LOOSE PENCILS!



↖  
**RYAN**  
FITS FIDGET  
SPINNERS TOO!



# EMOTIONAL **S**UPPORT **P**RODUCT

EMPATHETIC. MEANINGFUL. REAL.

## MANIFESTO

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# EMOTIONAL SUPPORT PRODUCTS

The objects kids love are a big deal—just the right blanket, lucky shoes,  
a notebook filled with hopes and dreams.

**When something is made just for them, it becomes a special part of their story,**  
who they are and what they can accomplish. Yes, the first day back can be scary.

**Remind them of what they love and they'll carry that feeling all year.**



My grandma  
gave Fuzzy to  
me and I take  
him everywhere

**SUZI, AGE 6**  
CARMEL, IN





I'M pretty  
much a Dinosaur  
expert. Ask  
me anything.

**WILLIAM, AGE 7**  
ATLANTA, GA



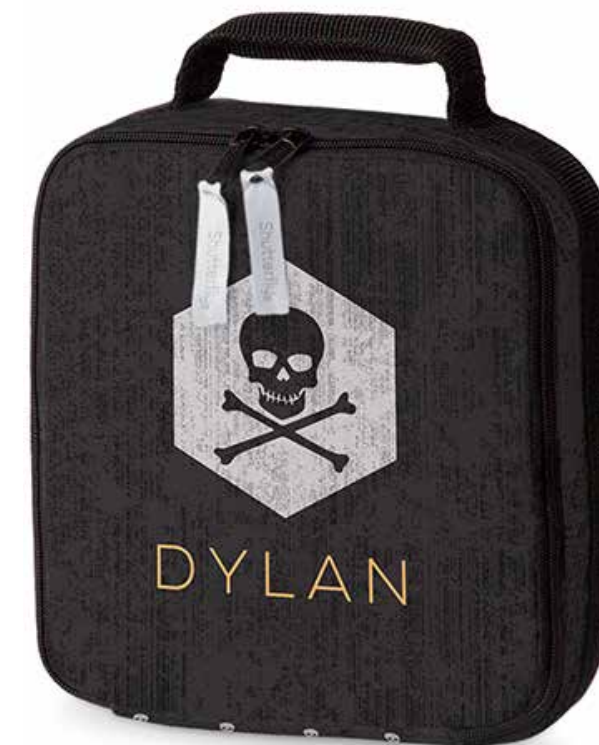
Shutterfly®





Being a pirat  
is cool ~~becas~~  
becas you  
get to hav a  
sord.

**DYLAN, AGE 5**  
ALLENTOWN, PA





i goin To drive  
A Monstr  
TRUK wen  
I m big.

**AUDEN, AGE 6**  
RICHMOND, VA





We got a pool  
this summer.

Hanging on the  
poops float  
was sooo cool.

**FRANKIE, AGE 8**  
PASADENA, CA

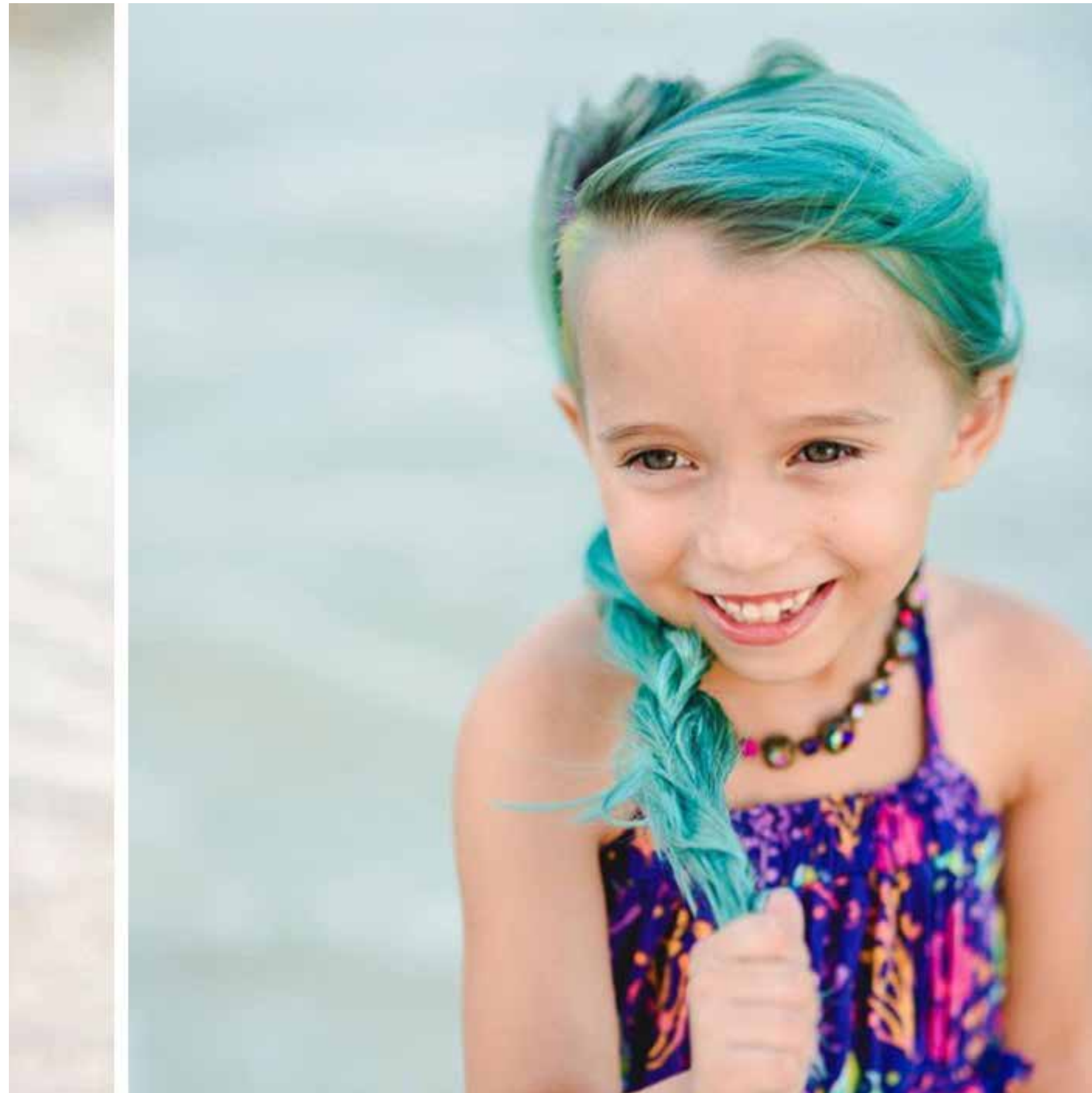




hes my first pet.  
He is stinky  
but I love  
him.

**ASH, AGE 7**  
AUSTIN, TX





My mom helps  
me pick new hair  
color every week.

**OLIVIA, AGE 7.5**  
TAMPA, FL



ALL LLAMA. ALL DAY.

EPIC. PASSIONATE. IMAGINATIVE.

## MANIFESTO

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# ALL LLAMA. ALL DAY.

Last year it was dinosaurs, this year it's llamas. Back to school means it's time to get on board.

Next stop? Your kid's wildest dreams.

**Maybe your aspiring YouTube star will teach you a bunch of new emojis,  
or your mini Jacques Cousteau will take you on a deep dive into all things shark.**

The possibilities are as limitless as their imagination.

**It's their world. We just live in it.**

Shutterfly®

DIVE DEEPER.





**NURTURE  
THEIR  
NATURE.**





**LLAMA MIA.**

# TAKE GIANT STEPS.



# BOBBY THE BACKPACK

QUIRKY. COMICAL. OUTSPOKEN.

## MANIFESTO

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# BOBBY THE BACKPACK

Look, we've got something to say.

We aren't just backpacks; we're trusty sidekicks. We aren't just pencils; we're partners in crime.

**We're journals that want you to write to us and  
lunchboxes that share your love for Jell-O and mixed feelings about carrot sticks.**

Not to brag, but back to school is kind of our thing.

We've waited all summer and we're ready to go.



We aren't just backpacks  
We're **TRUSTY**  
sidekicks.





CHEW ON ME  
IF YOU'RE NERVOUS  
BUT YOU GOT THIS!

aargh, give it a rest!



sooo  
hangry

TUNA salad  
again?  
SERIOUSLY?

nom nom  
tuna





