



Creating a climate for change

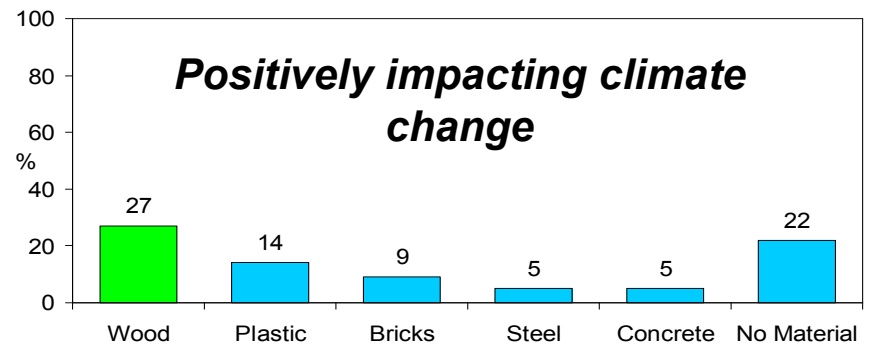
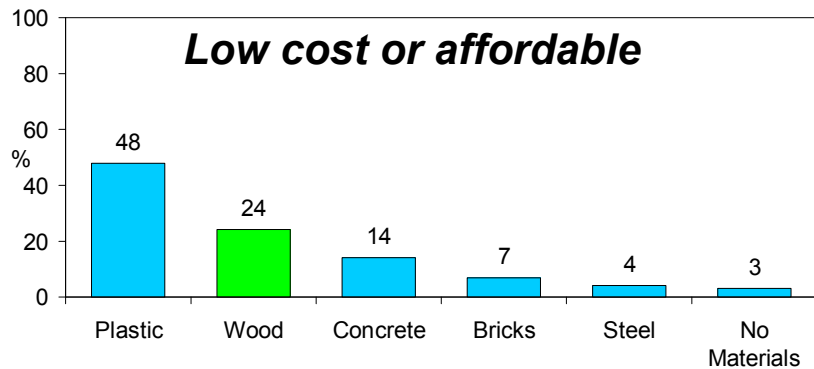
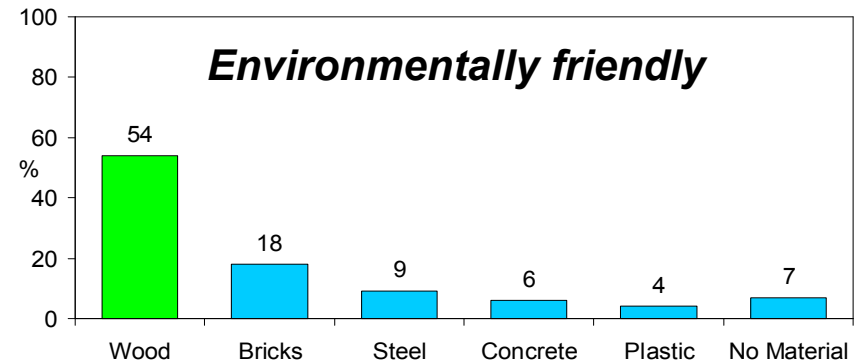
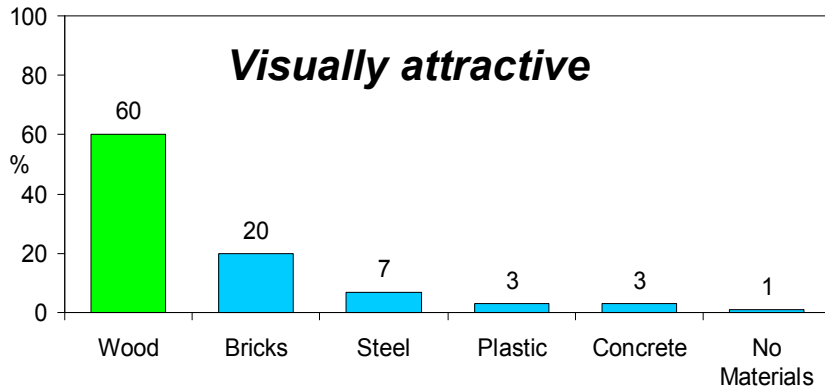
*Promoting the benefits of the forest
and wood products industry*

Sarah Humphrey

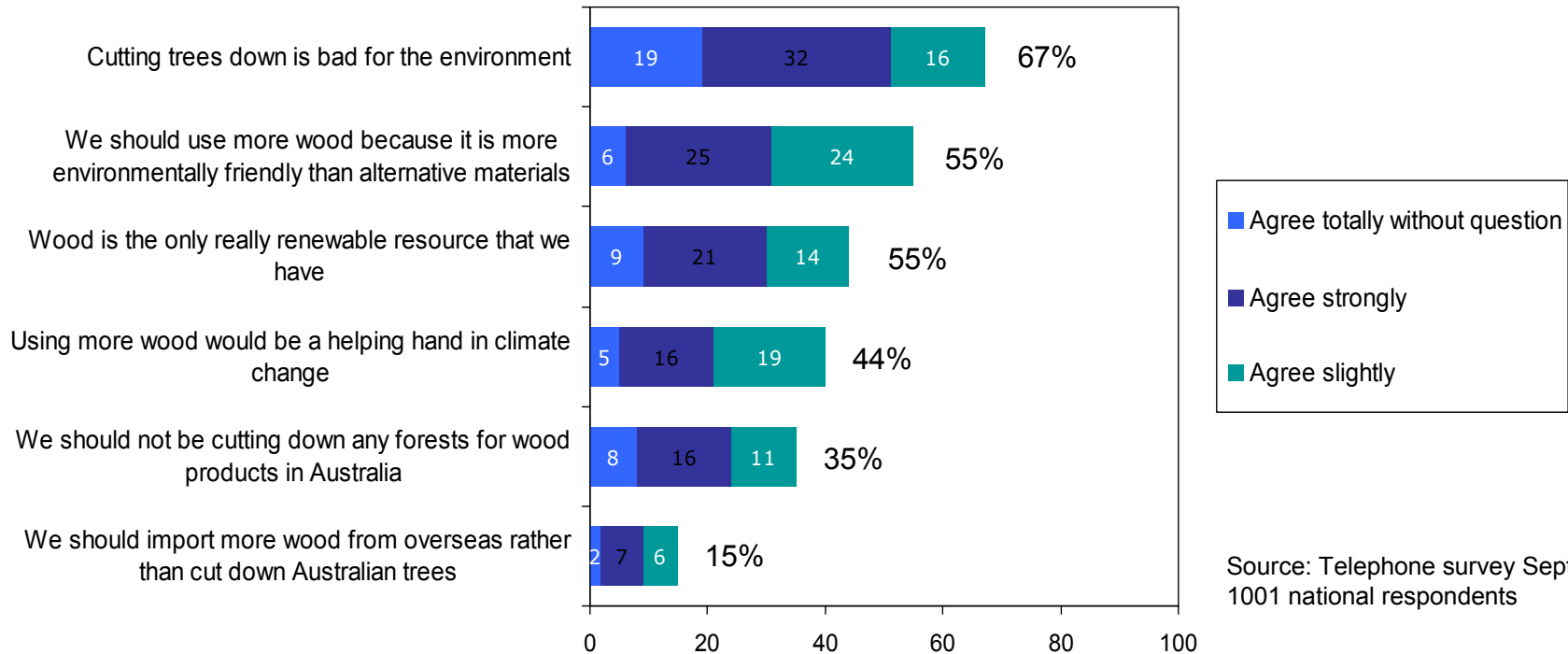


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Consumers have strong perceptions of wood compared to competitor materials ...



... but often can't see the wood or the trees



Source: Telephone survey Sept 2008
1001 national respondents



People are comfortable with incongruity

Many people believe that:

WOOD IS GOOD

AND many of these same people believe that:

KILLING TREES IS BAD

This incongruity is not unique to our sector (think: lamb, poultry, oil).



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The communication challenge

PRIMARY OBJECTIVE:

To increase the value of wood-based products sold in Australia by increasing demand and reducing impediments to the use and supply of wood-based products.

SECONDARY OBJECTIVE:

To rebuild industry's confidence in itself and its role in a sustainable and economically prosperous Australia.



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Communications strategy

- This is a long-term campaign to change measurable perceptions and behaviours.
- The industry must earn the “right to speak” by focussing on our positives and minimising our perceived negatives.
- We need to recognise that our competitors in the green movement are great communicators and passionate about their cause.
- At the same our commercial competitors (concrete, steel, plastics) are well resourced and not the focus of public attention.
- We need to be flexible and respond to a rapidly changing communication environment.
- Other industry players (companies, associations) will need to build upon FWPA’s activities to give the campaign critical mass.



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Desired changes in behaviour and attitudes

- Consumers:** To view wood-based products as more “environmentally friendly” compared to other products and to favour the purchase of wood-based products.
- Specifiers:** To specify or use more wood-based engineering or decorative products in both traditional and non-traditional situations.
- Government:** To reduce barriers against the use and supply of wood-based products and to actively support the increased use of wood-based products.
- Industry:** To undertake complementary integrated marketing programs that grow the market for wood-based products.



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Creating the wood brand

- The first stage in an evolving program to build a brand that encompasses the values and advantages of wood.
- A strategy of building a recognisable brand that reinforces the benefits of wood in all its forms and applications.
- A brand that industry sectors and companies can adopt, benefit from and build on.



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Our unifying theme

Visual element (logo) is modern with clean lines, but also has a sense of movement and action.



Tagline works for all sectors: native forests, plantations and imports

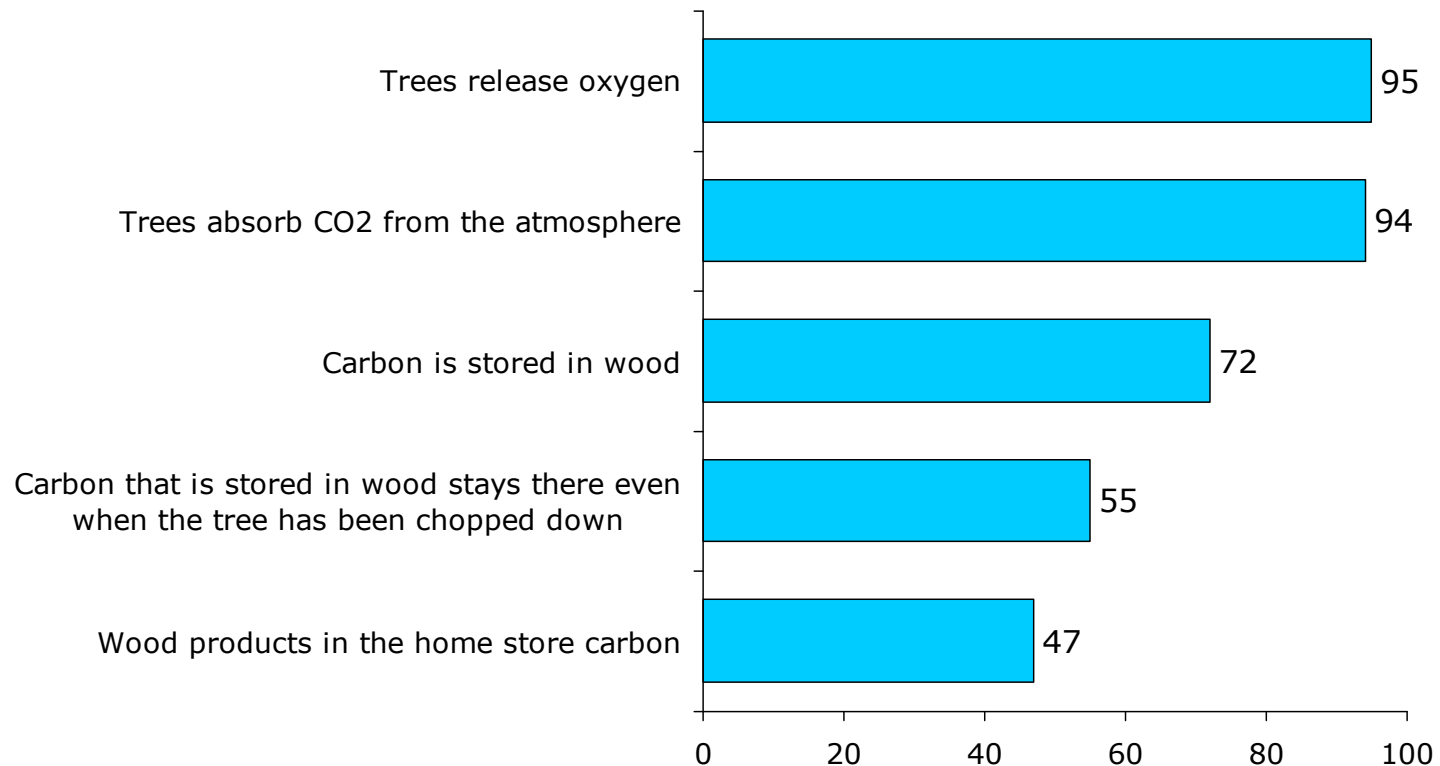
The product of extensive consumer research and development, the wood brand has been created to be:

- **Relevant**: to industry and target audiences
- **Credible**: with a believable message
- **Consistent**: to build awareness and value to all stakeholders



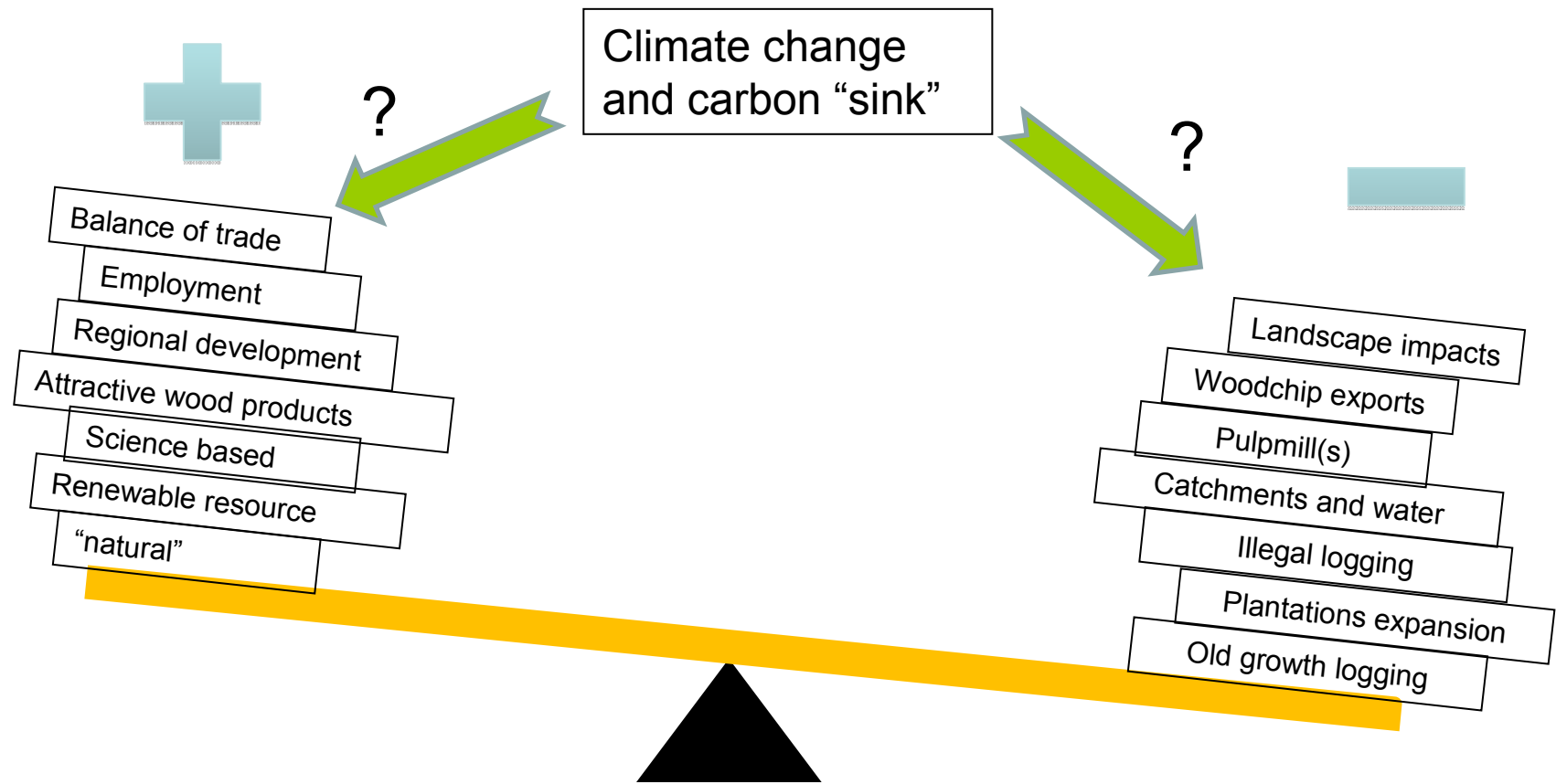
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Consumers are confused about the role of wood products in a carbon constrained world



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The right information can tip the balance



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Stage I key messages (in order of priority)

- **Consumer messages**
 - Wood/forests can play a part in mitigating climate change.
 - Wood in the Australian market mostly comes from independently certified sustainable sources.
 - A vibrant and sustainable forest and wood products sector plays an important role in the Australian economy and environment.
- **Architect/specifier messages**
 - wood is a sustainable building material, especially from a full life cycle perspective.
 - Wood in the Australian market mostly comes from independently certified sustainable sources.
 - Wood can be used in a much wider range of structural and aesthetic situations.
- **Industry/trade messages**
 - This is a serious long term campaign to grow the overall market.
 - Need to work together across industry at a generic level.

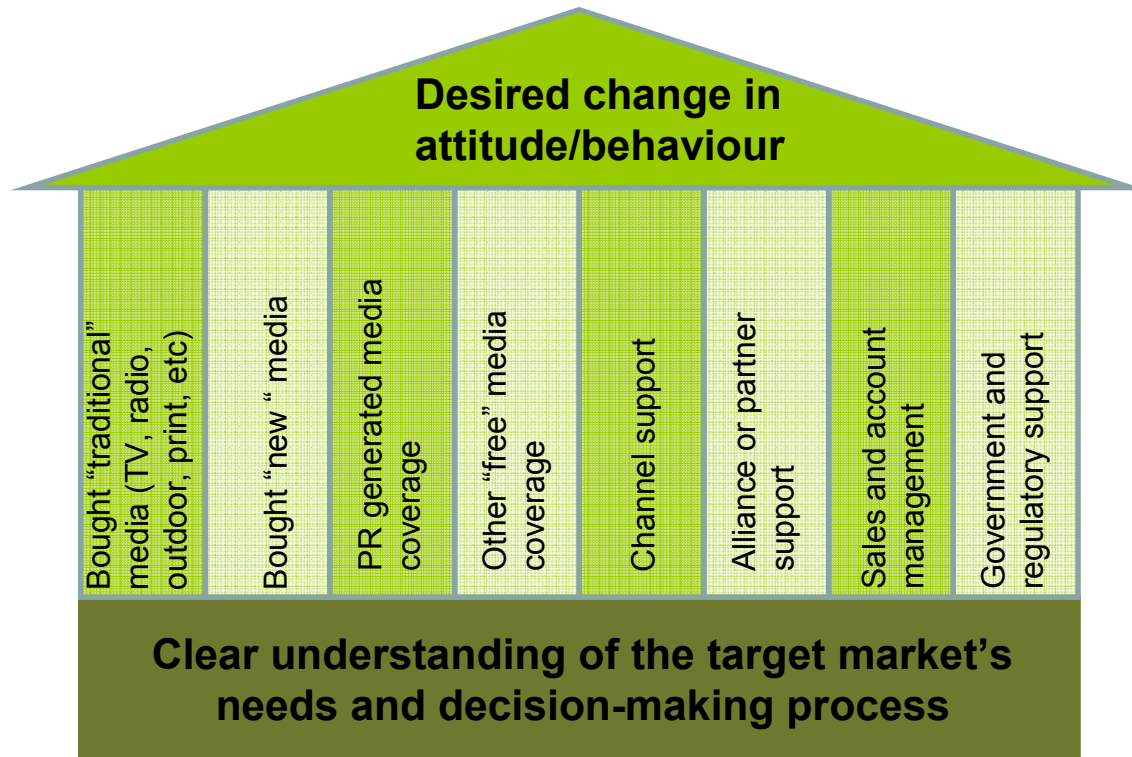


Key components of the program

- Wood. Naturally Better advertising.
- Wood. Naturally Better website.
- Stakeholder engagement plan to explain the campaign background, objectives and proposed activities.
- Purchased media.
- PR program aimed at consumers to generate “free” publicity.
- PR program aimed at professionals.
- Media information program and response mechanism.
- Targeted activities at architects, engineers and other specifiers.
- Targeted activities at carpenters, project builders, local governments and other buyers/specifiers of wood products.
- Licensing and support program for industry and wholesaler/retailers.
- Market research and campaign tracking.



This is not just an advertising program ...



INTEGRATED MARKETING is designed to make all aspects of marketing communication such as research, advertising, sales promotion, public relations, and direct marketing work more effectively together.



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... but advertising will provide an umbrella

Target audience	2008/09 media plan
<p>Concerned Citizens People who agree with the statement “ if we don’t act now we will never control our environmental problems” . There are 6.8 million Australians in the target segment but generally skewed to metropolitan and AB and C socio-economic groups</p>	<p>Opinion leader newspaper magazines</p> <ul style="list-style-type: none"> • 3.1 million reached • 45% of total target • 2 times average
<p>Purchasers People who spend over \$5K renovating, extending or refurbishing their home. There are 4.1 million in this segment and have similar skew to the above.</p>	<p>Opinion leader newspaper magazines</p> <ul style="list-style-type: none"> •2.1 million reached •47% of total target •2.1 times average



Initial advertising to have high impact

Title	Size	On sale date
Good Weekend	Double page	18 th Oct
	Double page	1 st Nov
	Double page	15 th Nov
Sunday Magazine (NSW/VIC)	Double page	19 th Oct
	Double page	2 nd Nov
	Double page	16 th Nov
Weekend Australian Magazine	Double page	18 th Oct
Sunday Life	Double page	9 th Nov
Q Magazine	Double page	25 th Oct
	Double page	27 th Nov
Adelaide Magazine	Double page	30 th Oct
	Double page	27 th Nov
STM Magazine	Double page	19 th Oct
	Double page	2 nd Nov
Sunday Tasmanian, Sunday Launceston Examiner, Canberra Times	Double page	26 th Oct
	Double page	9 th Nov



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*IT'S NOT JUST A BOWL.
IT'S A HELPING HAND IN
CLIMATE CHANGE.*

The wood used in this bowl comes from a log.

*BECAUSE IT'S
MADE FROM WOOD*

Using wood is naturally better for our environment because it helps with climate change in two very important ways.

First, growing trees absorb carbon dioxide from the atmosphere and store the carbon so efficiently that about half the dry weight of a tree is carbon. This carbon remains "locked up" for the whole

of the life of the wood even when we use it for building products or furniture. It is released into the atmosphere again only when the wood decays or is burnt.

Second, forestry is one of the most greenhouse-friendly sectors of the Australian economy. In fact, it was the only industry sector

to be carbon positive in 2005. So increased use of wood in construction will assist Australia in offsetting its overall greenhouse gas emissions.

What's more, wood is a truly renewable resource because millions of new trees are planted each year

and Australia has a well-established framework to support the conservation and sustainable management of our forests.

So when we choose carbon positive wood for house frames, flooring, or furniture we're also lending a helping hand in climate change. To find out more visit us at www.naturallybetter.com.au





IT'S NOT JUST
A BOAT.
IT'S A HELPING HAND IN
CLIMATE
CHANGE.

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MADE FROM WOOD.*

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FWP004



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*IT'S NOT JUST A
HOUSE CONSTRUCTION.
IT'S A HELPING HAND IN
CLIMATE CHANGE.*

*BECAUSE IT'S
MADE FROM WOOD*

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IT'S NOT JUST
A CHAIR.
IT'S A HELPING HAND IN
CLIMATE
CHANGE.

The wood used in this chair stores up to 1kg carbon.

*BECAUSE IT'S
MADE FROM WOOD.*

Using wood is naturally better for our environment because it helps with climate change in two very important ways.

First, growing trees absorb carbon dioxide from the atmosphere and store the carbon so efficiently that about half the dry weight of a tree is carbon. This carbon remains "locked up" for the whole

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Support website: www.naturallybetter.com.au



Consumer & Professional PR activities

National and regional PR activities are being explored and assessed in terms of cost-benefit and consistency with the campaign message. Some activities may be once-off, while others will be part of a strategic roll-out.

- Wood Naturally Better Australian Carpenters Day
- Wood Naturally Better Breakfast Series
- Wood Naturally Better - State Tours
- Wood Naturally Better – Issues Papers
- Wood Naturally Better Building Carbon Calculator
- Carbon-Cycle My House/Building
- ‘Projects in Wood’ Register
- Wood Trends @ DesignEx 2009
- Media management program



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Licensing and trade program



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Will people believe us?

- Research has identified *Wood. Naturally better.* As a strong, credible message.
- The public concern about climate change gives an opportunity to promote our positive carbon storage message and create legitimacy for subsequent messages.
- It strongly reinforces what people know to be true about wood but also tells some people something new (i.e., newsworthy).
- Our benchmark tracking research suggests that there is already a “wind change” in support of the industry.
- If we are relevant, consistent, credible in our communication

AND we work together as an INDUSTRY

THEN THE ANSWER IS **YES!**



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