

MediaRelease

8th August 2017

IMMEDIATE RELEASE

FWPA's multimedia ad campaign delivers the goods

The recent series of 15 second commercials showing different applications of wood and their benefits, boosted by online content marketing, have achieved results that exceed media industry averages and increased the number of consumers who say they are more likely to choose wood.

Branded with Planet Ark's Make It Wood and featuring award-winning architect and host of Grand Designs Australia, Peter Maddison, the campaign combined six television commercials that were shown on free to air and pay TV and online, with content and keyword marketing.

Consumer research, conducted with a national sample, towards the end of the campaign indicated that around half of Australians questioned claimed they would be more likely to use wood after seeing the advertising – a 20% increase on those who didn't see it!

The core TV campaign ran nationally for 3 weeks across the 7 and 9 networks. Recall of all the TV spots increased considerably (over similar research during last year's campaign), particularly the furniture, home and outdoor executions, more than 100% in several cases.

Online, the 15 second videos served a total of nearly 2 million impressions, with more than 95% of the viewers on 7 and 9 digital watching the whole videos – this far exceeds the media industry's average completion rate of 68%.

"These are particularly pleasing results," said Eileen Newbury, the National Marketing and Communications Manager of the industry services company, Forest and Wood Products Australia, "the recall of the messages, timber flooring in particular, was excellent and validates our decision to move beyond traditional TV into online and content marketing channels."

The campaign was designed to drive traffic to the Make It Wood website (makeitwood.org), where consumers can find out more from Planet Ark – a trusted source of information about the environmental benefits of wood.

Ms Newbury said that the 15 second videos and other campaign materials are still available for FWPA members and members of the Wood. Naturally Better.™ Partner Program to use in their own communications or websites. She added that FWPA could provide assistance and advice to companies wishing to take advantage of the offer.

ENDS

For more information about this article, please contact:

Eileen Newbury
National Marketing and Communications Manger
Forest and Wood Products Australia Ltd
eileen.newbury@fwpa.com.au
0419 313 163

About Forest and Wood Products Australia

FWPA aims to improve the competitiveness and sustainability of the Australian forest and wood products industry through innovation by investing in effective and relevant R&D and promotion of the industry's products, services and values. FWPA undertakes industry-level activities where a collective approach delivers more effective and valuable commercial outcomes than individual action. We deliver services that support the industry's capacity as a major exporter and mainstay of regional communities in many parts of Australia.