

MediaRelease

5th June 2017

IMMEDIATE RELEASE

Planet Ark and Peter Maddison make it good with wood in new \$1 million national TV and online campaign

A series of 15 second commercials showing different applications of wood and their benefits has launched on national TV, supported by a strong online video and marketing presence.

Award-winning architect and host of Grand Designs Australia, Peter Maddison, has teamed up with Planet Ark's Make It Wood to highlight the performance, aesthetic and environmental benefits of using wood.

The six 15 second spots, also branded with the Wood. Naturally Better.™ logo, feature wood in residential framing, interior décor, furniture, flooring, decking and packaging applications. They are complemented by a content marketing program designed to present the benefits of wood in more depth and engage the consumer audience.

"The new advertising builds on the success of last year, and introduces a new application, timber flooring," said Eileen Newbury, the National Marketing and Communications Manager of the industry services company, Forest and Wood Products Australia.

"It's set to be an exciting high-profile campaign," Ms Newbury explained, "the commercials will be featured in many widely-watched programs, ranging from the news to home improvement and other relevant shows."

For the first time, FWPA will complement the TV and online activity with content marketing. This new strategy involves placing newsworthy stories that highlight the benefits of wood in popular online blogs and news sites.

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

Ms Newbury said that the commercials are also available for FWPA members and members of the Wood. Naturally Better.™ Partner Program to use in their own communications or to place on their websites.

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.