

media release

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IMMEDIATE

FWPA use TV and online for Planet Ark's wood and productivity message

Across Australia, award-winning architect Peter Maddison, host of Grand Designs Australia, is entering the living rooms and devices of hundreds of thousands of people, with news about the wellbeing, productivity and other advantages of wood for Planet Ark and Forest and Wood Products Australia (FWPA).

The commercials, produced under Planet Ark's Make It Wood brand and co-branded Wood. Naturally Better.™ will run on free-to-air and pay TV in metropolitan and major regional markets, plus online, in an impactful, targeted schedule.

Now in its sixth successful media exposure, the campaign, comprising a 30 second and 15 second spots, covers the wellbeing and productivity benefits of wood in the workplace, supported by messages about the advantages of other uses of timber, including framing and wood in the home.

On free to air TV channels 7 and 9, the spots will feature in popular programs including the News, A Current Affair, Better Homes and Gardens and House Rules.

The videos will be complemented by an online content marketing campaign designed to amplify the message and engage users by extending the information about the role of wood in promoting wellbeing and improved productivity in the workplace.

"A new message in this campaign is the role that wood can play in creating work environments in which people feel greater wellbeing and more productive," said Eileen Newbury, FWPA's National Marketing and Communications Manager.

"This information comes from a ground-breaking report that is one of the first instances in the world in which anecdotal evidence about the benefits of wood in the built environment is supported by reliable data," Ms Newbury said, "it has received international coverage, and we look forward to it stimulating conversation in the Australian market."

The report, *Workplaces: Wellness + Wood = Productivity* is available for download at woodsolutions.com.au/wood-at-work

The commercials, which are available for use by FWPA members and Wood. Naturally Better.™ Program Partners, can be viewed at youtube.com/user/WoodSolutionsAUS/videos.

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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.