NZ Wood – Audiences/Phases

Phase 1: Industry – July-Aug 07
Phase 2: Specifiers – Sept-Nov 07
Phase 3: Public – Feb 08 – Sept 08
Phase 4: Consumers – Feb - Nov 09
Phase 5: The Potential of NZ Wood – 2010+
Magazine Advertisements

RUNNING OUT OF TIME...

ALL THE TIME IN THE WORLD

www.nzwood.co.nz

Forest Industry Engineering Association
BREATHE IN...

The world’s forests are the atmosphere’s first line of defence against the biggest threat to global society. So the first question is: how can we get more timber tolerant of CO2 out of the atmosphere and safely stored up?

Actually, the answer is very simple: use more wood.

Once a tree has breathed in CO2 from the atmosphere it will store it in its cells, where it becomes part of the wood, forming a natural atmospheric reservoir that could have even more benefits.

Studies estimate that only 10% of our timber is used each year. Imagine, 90% more.

The more trees we plant, the more CO2 we will absorb. And the more CO2 we absorb, the less CO2 there is in the atmosphere.

AND HOLD...

A wooden frame in a wooden wall, a strong structure. The same thing right now: storing CO2 and binding it in built environment.

Keep your climate change, keep more wood so we can plant more trees and start all over again. It’s the only way which you only do good – for our society, our economy and our planet.

It’s simple: remember to breathe in... and hold.

For more information on this amazing and infinitely renewable material visit

www.nzwood.co.nz
TREES EAT CARBON

Support renewable forestry, use more wood.

www.nzwood.co.nz
Report Card

Objective: Establish the proposition: “Wood. The most renewable natural resource”

Result:

- A renewable resource 63%
- Good for environment 20%
- Carbon neutral/sink 10%
- Precious resource 5%
- Better than fossil fuel 4%

“A renewable, sustainable product”

“Environmentally friendly option”

“Carbon helps clear the air of pollutants”

“A precious resource we can rely on again and again”

“Be around longer than some other things like fuels”
### Report Card

The public is getting the message:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growing and harvesting wood is good for the environment</td>
<td>84%</td>
</tr>
<tr>
<td>Thought the ads had an important message</td>
<td>81%</td>
</tr>
<tr>
<td>Thought the message was relevant to their lives</td>
<td>81%</td>
</tr>
<tr>
<td>Would be more inclined to use wood</td>
<td>45%</td>
</tr>
</tbody>
</table>
Is More Wood Being Used?

Market share has been falling in all segments until 2008:

<table>
<thead>
<tr>
<th>Segment</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New house framing – end 2007 to June 2008</td>
<td>+5%</td>
</tr>
<tr>
<td>A &amp; A flooring – end 2007 to June 2008</td>
<td>+5%</td>
</tr>
<tr>
<td>New &amp; A&amp;A wall cladding</td>
<td>steady</td>
</tr>
<tr>
<td>New house floor joists – end 2007 to June 2008</td>
<td>growth</td>
</tr>
</tbody>
</table>
Smoking out Concrete and Steel

**Wood** – sustainable - measured by CO2

**Concrete** – “me too”
- Concrete carbonisation
- Sustainability = durability

**Steel** – “not me”
- No alternatives to steel - strength
- High proportion of steel is recycled product
Achievement

Winning the “sustainable” high ground
Challenge

Win the market share battle

www.nzwood.co.nz
Web - Wood Attributes

From 1 September 2008:

1. Structural
2. Durability
3. Sustainability
4. Fire
5. Sound
6. Thermal
7. Species
8. Forests and wood

For architects, engineers, QS.

www.nzwood.co.nz
Wood Innovations 2008

Web - Wood Applications (Residential)

From 1 September 2008:

- Shorter “How to Guides”: fences & screens, decks & handrails, gazebos, pergolas, gates, retaining walls, shutters/vents & louvres, doors, stairs & steps
- Longer “How to Guides”: backyard sheds, carports, internal wall and ceiling lining, windows

By 1 February 2009:

- Cladding “How to Guides”: bevelback weatherboards, rusticated weatherboards, board and batten, plywood, vertical shiplap
- Flooring “How to Guides”: timber over joists, timber over concrete

For Builders and DIYers

www.nzwood.co.nz
Web - Wood Applications (non-residential)

By 1 May 2009:

- “How to Guides”: community buildings. - health, Police, education, community structures.
- “How to Guides”: low rise commercial - warehouses, factories and low-rise commercial – LVL, glulam
- “How to Guides”: utility buildings - farm buildings, sheds, covered areas, etc. - structural timber, particularly round wood.

For architects, engineers, designers and builders
Carbon Calculator

By 1 September 2008:
- First edition – simple calculator for capital carbon - residential

By 1 February 2009:
- Second edition – more sophisticated calculator for capital carbon - residential

By 1 May 2009:
- Third edition – capital carbon for non-residential

By late 2009?:
- Fourth edition – operational carbon for residential and non-residential

For consumers, builders and architects

www.nzwood.co.nz
NZ Wood
Promotions
Promotional Strategy

Pull:
- Create consumer pull – largely through television
- Why television? – most efficient and emotive

Consumers = public, DIYers, developers, investors
2009: Year-long, themed promotions

Feb  May  Aug  Nov
Residential  Non-residential  Residential

Ongoing NZ Wood brand advertising
<table>
<thead>
<tr>
<th><strong>Residential Promotional Packages 2009</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outdoor</strong>: Jan &amp; Nov</td>
</tr>
<tr>
<td><strong>Framing</strong>: Feb &amp; August</td>
</tr>
<tr>
<td><strong>Cladding</strong>: Mar &amp; Sept</td>
</tr>
</tbody>
</table>
Non-Residential Promotional Package 2009

**Structural:** May & July
Structural Promotional Package

1 Television
   - Timing: May & July
   - Production: 1 x 30 sec testimonial advertisement
   - Placement: 6 weeks

2 Web Site
   - Case studies with photography – glulam, LVL
   - “How to..” guides - TBA
   - infomercial

3 Direct marketing
   - 20 page booklet on structural building in wood
NZ Wood
Future
NZ Wood Assets

Now:

- NZ Wood brand
- NZ Wood web site
- NZ Wood carbon calculator
- NZ Wood promotional programme (2009 & beyond)

Maybe:

- Sustainability mark – chain of custody
- Sustainability mark - grading and treatment
- Recruitment
- NZ Wood export promotion