NZ Wood
Selling Wood’s Benefits to Specifiers and End-user’s.

www.nzwood.co.nz
What is NZ Wood?

- Promotional and development programme.
- Raise awareness of environmental credentials.
- Industry driven programme.
- Co-funded by industry and government.

Who is behind the programme?

- NZ Wood is backed by members of the following organisations:
  - NZ Forest Owner’s Association.
  - Wood Processor’s Association.
  - NZ Pine Manufacturer’s Association.
  - Timber Design Society.
  - NZ Farm Forestry Association.
  - Douglas-fir Association.
Funding

- NZ Wood is currently funded through to the end of 2009 in a joint industry/government arrangement.
- Now in its 3rd year.
- Funding NZ Wood past 2009 is one of the highest priorities for the industry.
- Programme to be discussed at upcoming industry meeting.

The programme includes

- Mix of advertising, commissioned research, sponsorship, brand creation, public relations, information and tools.

- Creation of assets:
  - Brand asset.
  - Web asset.
Brand asset

- Identifying the brand with a series of key messages in the minds of consumers and specifiers.
- Tells a story about forests and wood.

Brand awareness

Have you seen any advertising about growing or using wood recently (unprompted)?

- April 2008: 28%
- September 2008: 38%
- March 2009: 44%
Prompted advertising

Where have you seen this advertising?

- Television: April 2008 - 60%, September 2006 - 15%, March 2009 - 11%, Internet - 10%
- Billboard/Outdoor: April 2008 - 8%, September 2006 - 8%, March 2009 - 9%
- Magazine: April 2008 - 4%

Web asset

Resources website:
- Species database.
- Over 100 case studies.
- Structural – materials, connections.
- Fire, thermal, acoustic performance.
- Sustainability information.
- Treatment and durability.
- How to guides.
Web asset

• Over 9000 subscribed to receive ongoing information from NZ Wood – eg e-newsletter.
• Top areas of content:
  – Species database.
  – How to Guides.
  – Woodwatch and Woodworks blogs.
  – Structural Connections
Messages

Strong focus on environmental messaging using wood’s ability to absorb and store carbon.

“Wood. The most renewable raw material.”

Eg Using wood as the main structural material in a 200m² home can save over 20 tonnes of CO₂ – the equivalent of 91 return trips between Auckland – Wellington.

Environmental Advertising

www.nzwood.co.nz
The Dilemma

• As consumers are educated more about wood and its environmental credentials they will inevitably ask questions about treatment.

• Liabilities need to be actively managed.
Latest perceptions research – March 2009

Wood is an attractive product

Leaky Buildings

Wood framing isn’t seen as the main cause of leaky homes, but only 39% believe it has nothing to do with the problem
Messages

• Now building on wood’s appearance and use attributes whilst working to dispel myths about wood:
  – Wood rots.
  – Wood burns.
  – Wood is not as strong enough.

Wood rots

Counter this with information on:

• The importance of design.
• Appropriate materials
• Durability requirements.
Wood burns

Counter this with information on:
• The natural fire resistance of large timber members.
• Structural integrity of timber in fires.
• Importance of safety features such as sprinklers – for all buildings.

Wood is not as strong

Counter this with information on:
• Case studies of wood being used in long-span solutions.
• Profiling of products such as glulam/LVL.
Audiences

- Key influencers in the decision to use wood over different building materials – architects, engineers, builders and consumers.
- Targeted with different information in different ways:
  - Specifiers: web, sponsorship of events, editorial through trade publications.
  - Consumers: advertising, living with wood, web.

Approach

- Pull factors: educate consumers to get interested in the issues around timber.
- Push factors: promote benefits of wood to specifiers.
## Results

**Market share has been falling in all segments until 2008:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Growth</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>

## Results

**Market share increases June 2008 – December 2008:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plywood floor market</td>
<td>5.8% to 6.2%</td>
</tr>
<tr>
<td>Particle board market</td>
<td>16.5% to 20.1%</td>
</tr>
<tr>
<td>Non-residential framing market</td>
<td>8.7%</td>
</tr>
</tbody>
</table>
Latest perceptions research – March 2009

Challenges

- Position of wood re Green Rating Building Schemes.
- Perception that wood is not as strong as it once was.
- Perception that chemical treatment is anti-environmental.
- Profiling new solutions and developments.
What is NZ Wood doing?

- Working with NZ LCA Practitioners to develop push for LCA inclusion in Greenstar.
- Being realistic about chemical treatment – information on website and in Living with Wood.
- Profiling case studies where wood has been used as the main structural material.

What can you do?

- Become an NZ Wood partner through a founding organisation.
- Help us project a positive image for wood.
- Proactive and innovative.