Shaping the climate for change

Promoting the benefits of the forest and wood products industry to change market perceptions and actions

Attitudes and priorities are changing

- The growing awareness of climate change is driving debate and decision making at every level - from industrial carbon trading to domestic green energy, from resource management to changing light globes

- The global financial crisis is causing many people to rethink their financial and lifestyle choices and priorities - and increasing the public scrutiny of companies and their activities

- People are looking for knowledge, they are receptive to relevant information

Now is our opportunity to position wood as the sustainable, climate-friendly material of choice
Who are FWPA?

Forest & Wood Products Australia Ltd is the industry’s service organisation. Its role is to be the industry’s leading source of knowledge, and to invest in and facilitate innovation and promotion.

Four Key Five Year Strategies

1. Promote the benefits and use of forests and wood products
2. Invest in and coordinate relevant research and development
3. Expand the industry’s capacity and capability
4. Increase FWPA’s capacity and scope to deliver benefits to the industry

Broad promotion objectives

Primary Objective
To increase the value of wood-based products sold in Australia by increasing demand and reducing impediments to the use and supply of wood-based products

Secondary Objective
To rebuild industry’s confidence in itself and its role in a sustainable and economically prosperous Australia
Program Components

- Wood. Naturally Better.™ branded communications
  - print advertising
  - online advertising
  - websites
  - sponsorships
  - partnerships
- National PR aimed at consumers and professionals
- Licensing and support program for industry and wholesaler/retailers
- Specifier activities targeted at architects, engineers, carpenters, project builders, homebuilders/renovators, local governments and other buyers/specifiers
- Market research and campaign tracking

Wood. Naturally Better.™ Advertising

Stream 1: Broad Information
To reinforce that wood is naturally beautiful and plant the idea that it can play a role in tackling climate change because it stores carbon.

Stream 2: Focused Knowledge & Action
To have people recognise and choose sustainably produced wood as a preferred method of tackling climate change through carbon storage (sequestration).
Print Advertising

The Wood. Naturally Better.™ 2009 schedule (Feb – June) will perform as follows against all people:
Total reach: 10,276,000.
With an average frequency of 2.95 times.
Source: Roy Morgan Asteroid Dec 08.

Print Advertising: research endorsement

Awareness of the current Wood. Naturally Better.™ print advertising was 5% overall

Leaders had the highest recall with 9%, with Leaners and Laggards at 6% (LOHAS segmentation)

The headlines were seen to be;

22% ‘very’ relevant
34% ‘somewhat’ relevant
19% ‘very’ likely to prompt reading the rest of ad
35% ‘somewhat’ likely to prompt reading the rest of ad
17% ‘very’ interesting
40% ‘somewhat’ interesting

Source: Mobium Group 2009
Online Advertising

Results from 1 February to 14 April:

2,718,920 unique users have now seen the campaign message an average of 3.02 times.

8,960,477 impressions have been delivered, driving 5,355 clicks through at a rate of 0.06%.

Currently, cost per users is running at the equivalent of $0.06 per user, an optimum running result.

Website Updated
Magazine Onserts: Z cards

Designed to provide industry organisations with facts and figures to support the environmental, social and economic benefits of wood.
Sponsorships: National Carpenters Day

Carpenter Andy Doyle, appears on the Sunrise program showing the bench he made on the show.

Sponsorships: Australian Timber Design Awards

- New regionally based finals
- UK architect Andrew Waugh - award winning designs in wood
- New categories
Partnerships: Archicentre

Yet to be officially launched: Victorian Bushfire Rebuilding Program

Helping to provide up to 200 families who lost their dwellings, with free new individual architect home designs for lightweight, timber framed homes that will meet new bushfire requirements. These designs will then go into a database and be available to any home builder.

Partnerships: Archicentre

Australian Home Renovator’s Seminars

Delivered to thousands of intending home renovators, these seminars will include a significant section on the benefits of choosing and using wood.
Partnerships: Planet Ark

Exploring activities and communication options

Consumer research has identified Planet Ark as one of the most trusted ‘environmental’ brands. We’re partnering with them to explore a range of activities and media through which we can deliver the wood & carbon message.

National PR - ongoing
Partnerships: Program Partners

More than 200 organisations have licensed the Wood. Naturally Better.™ brand logo

Specifier Marketing: information hub

Research has identified that information is the key to changing specifiers’ (architects, designers, builders, specifiers) purchase patterns

The Problem
The information exists but it is fragmented across many organisations, publications and websites - it’s just too hard to find

The Solution
A central online repository for all wood-related information. A continually updated searchable/indexed database of technical and user wood and wood product information
Wood. Naturally Better™. Research

Stream 1: Customer Information
To understand what people (professional, trade, consumers) think about wood and associated issues (e.g. carbon & the environment) and how they can be motivated to change their behaviour.

Stream 2: Messages and Tracking
To check that our materials are successfully communicating the key messages and that they are being received and understood by key target audiences.
Research: The Consumer Mindset

- According to independent research by Mobium Group, approximately 90-95% of consumers consistently say that they have concerns for the environment.
- However, only 10% are actively modifying their purchase behaviour to reflect this concern.
- The key barriers to buying more environmentally friendly product and services are price, information, and trust.

Source: Mobium Group

![Graph showing consumer mindset barriers](image)

Research: The Consumer Mindset

Consumers are confused about the relationship between wood products and carbon.

![Graph showing knowledge gaps](image)
Research: Meeting Consumer Needs

According to Mobium Group research, three quarters of Australians agree that they...

“often find environmental issues complex and would like clearer information about the environmental benefits and impacts of their product and service choices”

- It is clear that consumers are seeking credible, simple information to make an informed decision about the environmental impact of their behaviours and consumption choices
- This communication needs to make the intangible relevant and understandable, and focus on how it applies to individuals & their families using ‘positive’ messaging
- Wood. Naturally Better.™ campaign is designed to meet these consumer needs

Research: Communications

Our opportunity is to bridge the consumers’ ‘knowledge gap’ - research gives us valuable insights into the effectiveness of various propositions, e.g.

Respondents preferring the following messages
The growing answer to climate change  (22% overall)
Wood stores carbon for life          (18%)
Use wood and change climate change  (16%)
Research: Communications

Investigating different media and messages helps maximise the effect of advertising: two thirds of all respondents indicated that they ‘liked’ the proposed FWPA billboard format.

Building the Brand to drive change

“The production of wood products has less environmental impact that the production of, say, steel”

“The feedback was skewed positive, however there was some negative sentiment, based largely around a lack of meaning.” Mobium Group Research

“wood is already natural” “better for……. People? Consumers? Environment? Birds?” Some people wanted to know why it is better and what for.

Our opportunity is to add information to the brand - to build it into a powerful symbol that resonates with all our audiences.
Shaping the climate for change

• Public concern about climate change gives an opportunity to promote our positive carbon storage message and legitimise subsequent messages.
• We have built a strong foundation for ongoing communications by opening channels to all our key target markets.
• We are implementing sponsorships and partnerships to amplify the strength of our message and grow awareness of the brand faster.
• Our consumer and tracking research suggests that our messages are consistent with our audiences’ need for information.
• Wood. Naturally Better.™ will be instrumental in shaping the climate in which people will change the way they think about wood.

We have powerful messages to every target audience to drive change

Environmentally - carbon storage, sustainability, production footprint, recyclable
Economically - value, employment, GDP input
Flexibility - unrivalled range of choices of products and applications
Performance - increasing data bank available for products/applications
Innovation - new technology enhancing performance and broadening applications
Aesthetically - a unique natural beauty
The future is naturally better - with wood