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Marketing Campaigns

Reflections & Lessons

Serbia

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# Marketing Campaigns

- Australia (1988-1994) Promotion of the Forest Industry as a regulated, responsible and sustainable industry

6 years

\$2 million AUD

- UK (2000-) Promotion of Timber as the right choice for building and construction.

3 years

£2.5 million

3 years

£1.5 million

# Essential Preconditions

- Cross industry Commitment
- Agreement on Mission/Purpose
- Funding Mechanism
  - predictable
  - equitable
  - sufficient
  - long term
- Feedback Mechanism For Industry Funders
- Full Time Experienced Staff

# Use, Manage & Trust the Professionals

- Market Researchers – Pre Planning
- Advertising – Graphics and Copy
- Truth Proof
- Promoters / Event Organizers
- Media Buyers
- Public Relations Advice
- Monitoring/Feedback - Ongoing

# Identify Target Audiences

- End User – DIY, Women
- Opinion Leaders – People Society Listens To:  
Politicians, Journalists,  
Celebrities, Academics
- Specifiers: Architects, Engineers, Planners,  
Bureaucrats - Local Government

# **End-user – Fulfilment of Dreams**

- Consumer Magazines- glossy colour brochures- stimulating ideas
- Doors, floors, kitchens, linings, gardens
- Projects- Add a room, a shed, a loft
- Celebrities- advertorials, TV makeover shows
- Web site

# Opinion Leaders

- Cerebral Articles in Cerebral Magazines
- Energy efficiency
- Forests & Climate Change
- Sustainable Forest Management
- Timber as a “Modern” construction material

# Specifiers

- Professional Journals- CD's
- Accessible technical engineering & design manuals
- Seminars, workshops, briefings
- Certification
- User friendly website

# Industry-Stakeholder Communications

- Bi-monthly newsletter
- Presentations
- Seminars
- Involvement in promotional events
- Up to date feedback on campaign progress
- Complementary programmes

# Certification Facts

- Timber certification is one way in which specifiers can be assured timber comes from well-managed forests.
- A credible certification scheme has three components:
  - i. an auditable forest standard covering all aspects of sustainable forest management.
  - ii. an accredited independent certifier who assesses the quality of forest management against the standard;
  - iii. a certified chain of custody which tracks the timber through the customer supply chain.
- In Europe the two main schemes are the Forest Stewardship Council and the Programme for the Endorsement of Forest Certification. Together they cover 80 million hectares or 42% of European forests.

# Summary

- ✓ Broad scale support & commitment from industry
- ✓ Long term & predictable funding mechanisms
- ✓ Agreed messages & “truth proofed”
- ✓ Use & believe in professionals
- ✓ Target the audience
- ✓ Monitor
- ✓ Communicate with stakeholders

Good Luck