DAVID BILLS  CBE  FICFOR

Marketing Campaigns

Reflections & Lessons

Serbia
UNECE  5/4/2006

Forest Products Marketing Workshop / Novi Sad / 3 – 6 April 2006
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