

MediaRelease

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An innovative approach for FWPA's new media campaign with Planet Ark's Make It Wood

FWPA are making valuable advertising material available to industry members to use in their own company and marketing communications. Following the success of the long-running Wood. Naturally Better.™ television advertisement, co-branded with Planet Ark's Make It Wood program, FWPA is using similar elements and an expanded message in an innovative new mixed media campaign.

The new campaign, again presented by Peter Maddison and co-branded with Planet Ark's Make It Wood, is designed to build on and broaden the previous positive environmental message.

Comprising a total of six 15 second commercials complemented by online banner and print advertisements, the new communications span a range of topics, all underpinned by wood's sustainability and environmental benefits.

Topics covered in the new commercials include; treated wood, packaging, indoor timber and joinery, outdoor decking, furniture and biofuel.

The new spots will feature on selected free to air TV programs, typically those involving home renovations and building, and digital media including catch-up TV programs and popular online destinations such as Instagram, Yahoo 7, Houzz, Designbook and the design and construction industry oriented Fifth Estate newsletter and website.

"This is an innovative approach to both media placement and multi-element messaging," said Eileen Newbury, FWPA's marketing and communications manager, "instead of having a single message delivered in a relatively short time on television, we'll be delivering multiple complementary messages over a period of months, primarily online."

Eileen explained that people could click through to the online advertisements to reach a landing page from which they could go to the website that most suited their needs; Planet Ark's Make It Wood for more environmental news, FWPA's Wood. Naturally Better.™ for general information and WoodSolutions for design and construction solutions.

"In addition to our media purchases, we are making this valuable material available to industry members to use in their own communications," Eileen added. If you are interested, please email eileen.newbury@fwpa.com.au or call 0419 313 163.

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For more information about this article, please contact:

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About Forest and Wood Products Australia

FWPA aims to improve the competitiveness and sustainability of the Australian forest and wood products industry through innovation by investing in effective and relevant R&D and promotion of the industry's products, services and values. FWPA undertakes industry-level activities where a collective approach delivers more effective and valuable commercial outcomes than individual action. We deliver services that support the industry's capacity as a major exporter and mainstay of regional communities in many parts of Australia.