



Category: Construction, Property or Infrastructure Campaign

Company: Balls2 Marketing

Entry title: Composite Wood: Your Profit is in the Garden

Brief and objectives:

Objectives:

- To develop a trade brand with huge consumer potential for Composite Wood Company (CWC) and its range of timber-alternative decking, fencing and garden rooms
- To build the installer network nationwide

Achieved by:

- Creating brand buzz among homeowners
- Generating sales leads for installers to help them grow sales

After the FIT Show in April 2016, Balls2 Marketing worked with CWC to develop awareness of its new range of garden rooms, leading to a successful return to the exhibition in 2017.

The G Award winning and CIPR Excellence shortlisted campaign helped Composite Wood Company increase turnover 400 percent to £5 million in 2016, with a 200 percent increase forecast for 2017.

Rationale behind campaign, including research and planning:

Composite Wood Company contracted Balls2 Marketing because of our track record in home improvement industries. We helped to launch Composite Wood fencing and decking into the market.

The next stage was to promote CWC's new flagship product – the Composite Wood garden room, perfect for meeting the trend towards outdoor living.

Each garden room is fully insulated for all-year round usage, and offers a low-maintenance outdoor space that doesn't need painting or staining.

Initial research:

- Home improvement planning applications rose year-on-year between 2012 and 2015, suggesting the market potential for added-value products targeted at homeowners who are investing in their current properties.
- The PVCu window installation market has matured, with only 3% growth for replacement windows. With increased competition, installer margins are also being eroded.
- There is plenty of evidence in the consumer press, and via TV show's like 'Amazing Spaces Shed of the Year,' that garden rooms are ideal for outdoor living.
- Homeowner research was created in build-up to FIT Show 2016, providing market intelligence on preferred usage for garden rooms.

Rationale

- There's an opportunity for window companies to diversify to make the most of existing sales and installation teams, who are organised and understand how to install products effectively in people's homes.
- Target installers to position Composite Wood garden rooms as the perfect, high-value product to add to their range and set them apart from competitors.
- Use ongoing press releases and expert voice articles to drive engagement, as the window industry trade press is a strong influencer on new trends. Support this with social media and online activity to build awareness amongst homeowners.

Ongoing research

- Extensive social media engagement was built into our approach. This added fresh data & market intelligence to refine the strategy.

Strategy and tactics, including creativity and innovation:

PR formed the basis of the campaign, because:

- It can achieve the best ROI
- It opens doors to new installers
- It provides a clear focus for messaging that can then be adapted across other communications channels.

We created the tagline and accompanying graphic, 'your profit is in the garden,' to build awareness and interest from installers. We used this to promote Composite Wood garden rooms, decking and fencing across all communications.

We created a trade brand that also included lifestyle cues, to make it easy for installers to sign up and sell to their customers. This included developing a new website, literature and infographics on Composite Wood's benefits.

The strategy was to disrupt the market, get installers to think outside their comfort zone and appeal to their entrepreneurial spirit. The garden room is to the 2010s what double glazing was to the 1980s: a high-margin product that is growing in popularity.

To attract broad audience interest in the garden room, we highlighted the variety of usages by means of media releases, articles and social media.

During development of the website – which went live during Summer 2016 – we had to think on our feet to begin the strategy without directing traffic to the existing website, which wasn't on-brand.

We focused on PR and social media as a cost-effective alternative & developed considerable engagement using competitions and boosted posts.

We learned that longer Facebook posts delivered better engagement. This fed back into our campaign for CWC, but gave us a proven 'best practice' to use across all client social campaigns.

Implementation of tactics:

With the need to reach trade installers as well as consumers, tactics were broadly split between different channels.

Trade tactics:

- PR – regular press releases & expert voice comment
- Testimonials – High-quality case studies and photography involving customers who installed garden rooms into their showrooms.
- Emails – regular communication with customers and prospects
- Exhibition support – at Build Show, National Self Build & Renovation Centre, FIT Show
- Marketing support packs

Consumer tactics:

- Social media – focussing on Facebook and Twitter.
- Literature – available branded, or unbranded for trade customers to add own details

Key campaign:

- What's your dream garden room? Creating buzz about different uses of garden rooms using PR, social media and infographics. Achieved strong penetration into window industry trade titles.

Boosted posts

Results from our most successful boosted post – 15 July 2016

- Budget: £250
- Duration: 7 days
- Reach: 211,164 people
- Engagement: 22,811 (clicking photos, sharing the post, making comments or visiting the CWC website)

- Increase in likes: 1,269
- Outcome: more than 800 homeowners contacted CWC directly through Facebook or by clicking onto the website. Many asked for prices or discussed projects they have lined up.

Measurement and evaluation:

Outputs:

- 20 news releases during June 2016 to June 2017, generating 78 pieces of print or online coverage in specialist trade press
- 5 feature articles into trade press magazines
- 24 emails, average open rate of 24.3 percent, average click rate of 15.7 percent (from email audience of 5,000)
- New website – project management and SEO-rich web copy
- Twitter – average 4 posts every weekday
- Facebook – average 3 posts per week
- Product brochure;
- Installer marketing support brochure;
- Infographics – Composite Wood benefits; garden room survey results

Outcomes:

- Sales – up 400 percent 2016 compared to 2015. Still rising: year-on-year sales are 200% up as of June 2017.
- The installer network grew by 40 percent from June 2016 to June 2017. Anecdotal evidence confirmed many installers approached CWC after reading about them in the trade press.
- In June 2017, CWC signed a deal to sell Composite Wood fencing and decking in 170 Eurocell trade counters.
- Facebook followers – 8,937 (June 2016) to 13,212 (June 17)
- 3.5 million Facebook page impressions during this time
- Average monthly website traffic of 3,811 sessions during past year, peaking in May 2017 with 6,879 sessions.

Budget and cost effectiveness:

Budget:

- £1,500 per month retainer for PR & social up to December 2016, rising to £2,000 from

January 2017

- Website – £6,000
- Boosted posts on Facebook – £2,000
- Design / literature – £2,000
- Exhibition costs – £15,000

Total = £47,500

Cost effectiveness:

Turnover increased 400 percent to £5 million in 2016 and is forecast to increase another 200 percent to £10 million in 2017.