

# The Real American Hardwood Coalition

Get Real with Us!

*Real American Hardwood is a material that has meaning. That has history. That is uniquely beautiful, warm and one of a kind; as though touched by nature's fingerprint. It's the most beautiful building product out there, the one that other imitation products strive to be. It pulls everything together just by being itself. It's simple in its ingredients and it's strong and durable at its core. It's a powerful display of the wonder of nature. Hardwood is pure – grown with purpose and naturally renewing. Hardwood is authentic, without even having to try. It's just built that way, naturally.*

The American hardwood industry has a powerful story to tell. From the beauty, desirability and lifetime value of the products to the history of the industry, the small family business focus, the sustainability of our raw material, and the environmental and health benefits of using hardwood.

## **The Time is Now**

To secure our industry's future, we must unite toward a common goal. The Real American Hardwood Coalition was launched in 2019 as an industry association-led effort to meet the imperative goals of increasing markets and sales of Real American Hardwood, celebrating the sustainability of hardwood goods, generating new products and improving overall industry stability. The campaign focuses on driving consumer demand, knowing that as consumers increasingly select Real American Hardwood products our entire industry supply chain will benefit.

## **What Consumers Want**

From extensive consumer research we have learned much about what consumers, including homeowners, renovators, builders, designers, and architects, want when they select building products. Appearance, durability and value are the most important factors to potential hardwood consumers. Sustainability and natural are additional important factors that tip the decision toward hardwoods at the final stage of the process. Unfortunately, consumers don't always know the benefits of choosing hardwood. The great news is hardwood ticks all these boxes and consumers are open to learning.

Our research also showed that there are three keys to winning consumers over to hardwood. Our promotion campaign must connect with consumers early their decision-making, when they are thinking and dreaming about the possibilities. Our products' look and feel must connect with their emotions and carry through to the final moment when they make their selection. Hardwood must be everywhere – in stores, online, in print, on social media, on television – to keep our products front and center from the idea stage to final payment.

## **How We Make the Sale**

With industry association and company support, the RAHC will execute a comprehensive marketing campaign to drive consumers to choose Real American Hardwood products. We will start by launching a \$500,000 campaign that includes:

**Paid Social Media:** When consumers start gathering ideas and inspiration, we'll show them how Real American Hardwood products can meet their needs regardless of their style and budget using Instagram, Facebook, and other social media outreach. In time, we'll be able to send them directly from social channels to industry member sites or retailers to buy.

**Paid Search:** When consumers search the internet for remodeling ideas, furniture and building materials, we'll make sure Real American Hardwood information sites and products appear at the top of the search list and consumers can quickly reach our industry member websites.

**Media Relations:** Consumers use both online and print media to gather ideas, inspiration, and information for their projects. We'll place stories that help them see how Real American Hardwoods meets their décor, their lifestyle and budget.

**RealAmericanHardwood.com:** We'll create a digital hub that acts as a destination for paid search and social campaigns to provide consumers more ways to consider Real American Hardwood including selection and care. This site will also include a section for industry partners to access campaign assets such as logos, advertisements and promotional concepts.

**In-Store Promotion:** Long before they purchase, consumers use retailers (large and small) for information gathering. We'll make available signage for in-store use to help consumers find Real American Hardwood products and compare their benefits versus competitors.

Obviously, with greater funding, we can expand the program's impact. We intend to build on success in the first year, growing interest, excitement, engagement and yes, funding. With additional funding in the \$750,000-\$1.2 M range we can grow our effort by expanding social and search, adding content to RealAmericanHardwood.com, creating in-store displays, and developing partnerships with social media influencers.

### **Together We All Grow**

The RAHC is made up of more than 25 national, regional and state associations representing all hardwood producing states – together, we're a strong, unbeatable team! The Real American Hardwood campaign maximizes impact when every member of the industry participates – from lumber mills, to manufacturers, to associations. We will need everyone to be a part of the effort!

### **Use the Real American Hardwood Logo.**

- Include the RAH logo on advertising, packaging, point of sale materials and even invoices and business cards to support your brand.
- Build connection to the campaign online – link your company website and social media platforms to RealAmericanHardwood.com and follow the campaign's social channels
- Use Real American Hardwood content to strengthen your company's website and social media

### **Support Funding Efforts**

The RAHC is seeking the financial support for the national campaign from regional and national industry trade groups and associations, hardwood and hardwood plywood producers, distributors, manufacturers, and suppliers. Support for the Real American Hardwood promotion campaign is voluntary, and we encourage all members of the industry to participate at any level they are able. Suggested annual contributions range from \$600-6,000.

You can learn more about the RAHC at RealAmericanHardwood.com or contact us as [hardwoodpromotion@gmail.com](mailto:hardwoodpromotion@gmail.com). We are excited about the future and are excited to have you join us!