

Real American Hardwood Promotion Coalition Update

Dear RAHPC Coalition member,

The Real American Hardwood Promotion Coalition (RAHPC) is making critical progress on efforts to establish a united marketing strategy for the American hardwood industry. The Coalition is avidly collaborating with industry leaders and the hired brand accelerator and data teams despite the COVID-19 obstacles. Zoom is becoming a key tool among everyone.

As of today, we are in the final stages of the data analysis and branding phase. By the end of June, the Coalition will have a better understanding of where and how to focus on marketing and branding of our industry. However, this does not mean it is going to happen overnight. Strategic planning must occur in order to share OUR story and get in front of all consumers in a suitable manner.

To elaborate on a bit more from the last article, the research is *key* to understanding the **where** and **how** to market our industry. Some questions that must be answered are:

- What do consumers value the most? Ie: longevity, price, aesthetics durability, health etc
- How do we overcome the disposable mindset of some consumers?
- Are there any disconnects between our products we need to focus on during marketing?
- How do our products get in the front of the decision-making process?

Furthermore, the brand statement and go-to-marketing playbook are being established by the Brand Accelerator. Once these are created, we can begin to discuss where the marketing should start and how funding needs will be addressed.

The RAHPC is a dedicated industry lead collaboration. Our entire industry has been turned upside down over the last few years and especially the last few months. If you have any comments or questions, do not hesitate to reach out. We are all in this together.

For more information or feedback, email hardwoodpromotion@gmail.com

Regards

RAHPC Executive Committee