

Hardwood Promotion Makes Progress in April

The Real American Hardwood Promotion Coalition (RAHPC) continues its progress in April to establish a united marketing strategy for the American hardwood industry.

The RAHPC has generated over \$238,000 from 25 industry associations and is funding research and brand development. In April, the team completed online research with home renovators, millennials who have purchased and completed upgrades and received valuable input from architects and designers.

Because of the COVID-19 crisis, the researchers launched online bulletin boards to reach a broader audience of home consumers. The basis of the online boards had a similar structure to the in-person focus groups that were held in Chicago and Nashville earlier this year.

The group also surveyed marketing professionals from various segments of secondary manufacturing to develop a brand statement that can be adapted and incorporated by associations and businesses alike.

The common message would run throughout multiple promotion platforms and campaigns. There will also be a go-to-market playbook which will consist of many ways companies and associations can engage.

Each of these areas will have a financial obligation and RAHPC can begin to consider where to start and how funding needs will be addressed.

RAHPC members are attending industry/association meetings throughout the year. Please look for these opportunities to connect with those association executives that are actively engaged.

If you are interested in someone from the Coalition participating in one of your meetings, please reach out! For more information or feedback, email hardwoodpromotion@gmail.com.

WCMA is a founding member of the Coalition and Amy Snell serves on the Action Team.