

Forestry and Wood: Why Simple Messages Matters

Rachael Clamp Chart.PR

Consultant, PA Cooperative

It's not rocket science so
don't over complicate it!

Rachael Clamp Chart.PR

Consultant, PA Cooperative

Highlights

- ❖ A little bit of theory
- ❖ The challenge
- ❖ The complication
- ❖ A solution
- ❖ Success so far
- ❖ What comes next?

5 principles of effective engagement

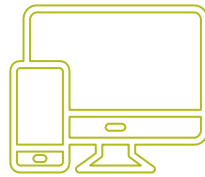
1



Impactful
engagement

Targeting
(message and people)

2



Frequency

7 touches
(with a brand)

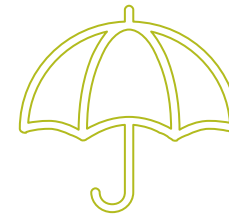
3



Create once use
many times

Sweat an asset
(even if not yours)

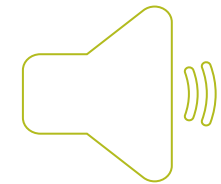
4



Integrated
activity

Channels,
campaigns, clients
and bids

5



Feedback

Listen, learn, action
and improve

Engagement Journey



Awareness

Interest

Consideration

Purchase

Retention

Advocacy

Your members...

...recognises your brand

...understands what you do and could offer them

...begins to evaluate you as a choice

...makes their decision to purchase

...extends contract, makes a repeat purchase, etc

...endorses you, your brand or your product

Your stakeholder...

...recognises your brand

...understands the space in which you operate

...understands your USP to your competitors

...talks to others about you positively

...when asked will agree to message of support or similar

...will facilitate introductions or voluntarily support you

Your employees...

...tell people where they work

...tell people what they do at work

...tell people what the organisation does

...talks about your purpose, vision and values

...are less likely to move on

...refer friends and family to join the organisation

The Challenge



Photo by Daiga Ellaby on Unsplash



Photo by Arnaud Mesureur on Unsplash



Photo by Joel & Jasmin Førestbird on Unsplash

The Complication



Complication or opportunity?

CONSERVATIVE'S 5 PLEDGES

- ❖ Halve inflation
- ❖ Grow the economy
- ❖ Reduce the debt
- ❖ Cut NHS waiting lists and times
- ❖ Stop the boats

LABOUR'S 5 MISSIONS

- ❖ Get Britain building again
- ❖ Switch on Great British energy
- ❖ Get the NHS back on its feet
- ❖ Take back our streets
- ❖ Break down barriers to opportunity

A Solution

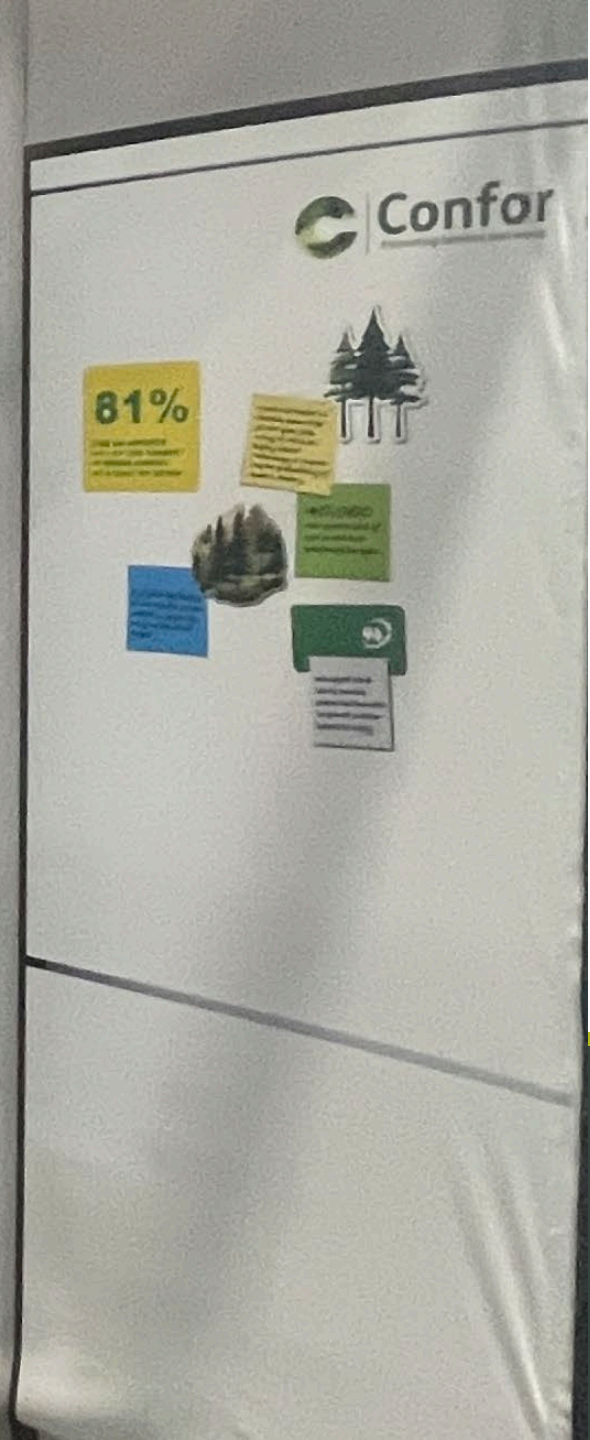
Labour Party Conference 2023

- ❖ Pre-event newsletter & invitations
- ❖ Exhibition stand
 - ❖ Kitchen
 - ❖ Fridge notes
- ❖ Supply chain game
 - ❖ Not coasters!
- ❖ Collateral
- ❖ Post-event follow up





Confor
Promoting forestry and wood



Confor
Promoting forestry and wood

I pledge to support modern forestry and the wood industries. This will:

- Increase the amount of productive forestry planted in the US.
- Reduce the amount of land used for agriculture.

81%

Confor



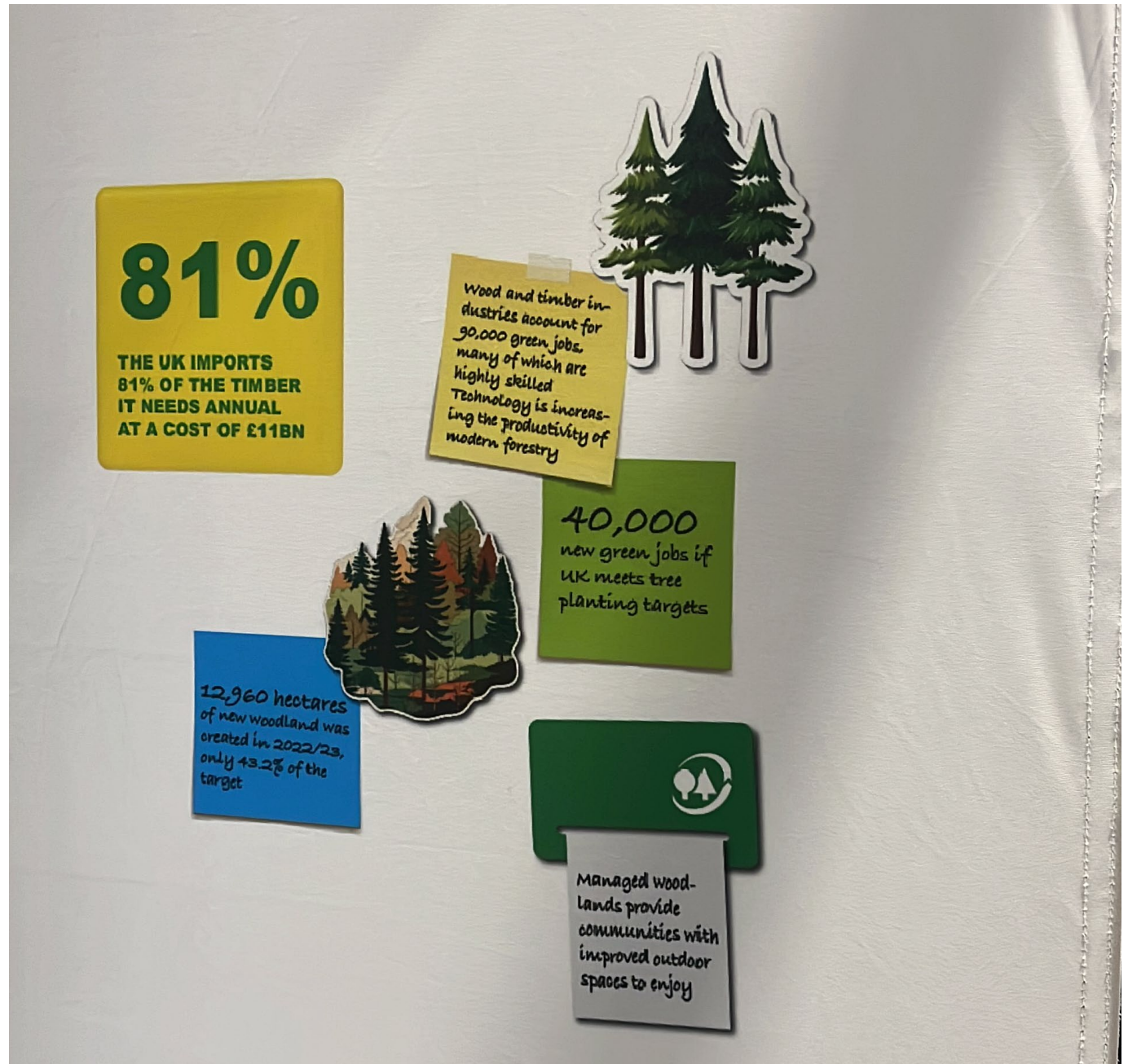
Blue sticky note with illegible text

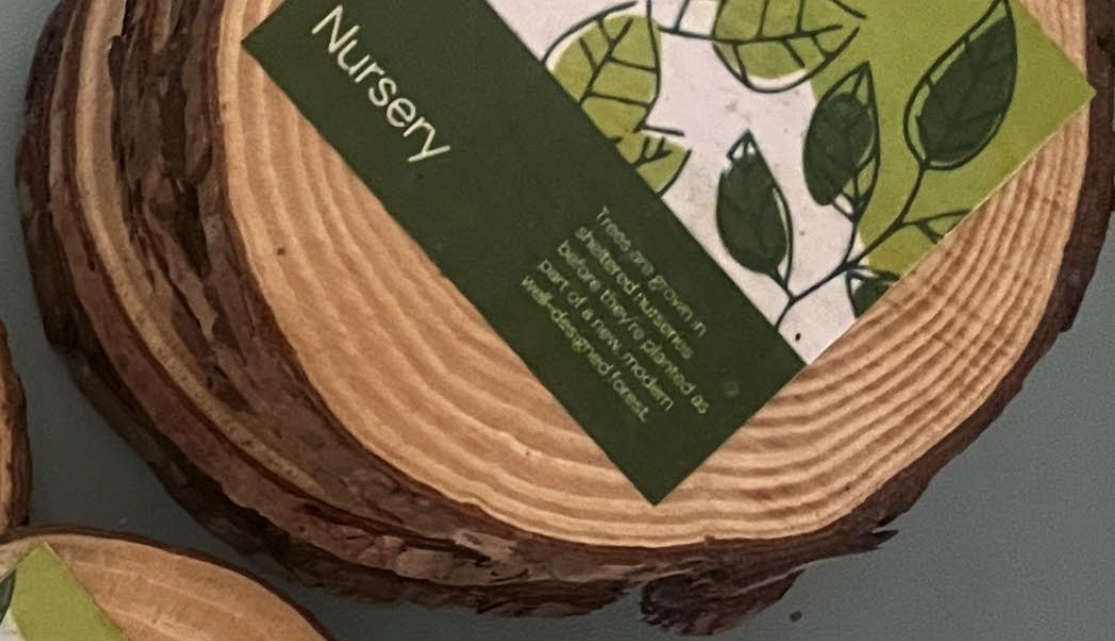
Yellow sticky note with illegible text

Green sticky note with illegible text

Green sticky note with illegible text

Key stats we wanted to land as notes on the fridge





Success so far



What comes next?





Photo by Arnaud Mesureur on Unsplash



Photo by Joel & Jasmin Førestbird on Unsplash





Confor
Promoting forestry and wood