FSC Australia & New Zealand Engagement Campaign
Give your supporters the opportunity to win the eco-trip of a lifetime, while educating them about FSC.
Moving from awareness to active preference

Consumer engagement objectives

- Awareness of the issue
- Understanding of the solution
- Recognition of the logo
- Active and measurable preference for the product
Global brand positioning results - Australia

Evolution of FSC Influence

<table>
<thead>
<tr>
<th></th>
<th>Extremely Influential</th>
<th>Very Influential</th>
<th>Somewhat Influential</th>
<th>Slightly Influential</th>
<th>Not Influential</th>
</tr>
</thead>
<tbody>
<tr>
<td>FSC Mark Alone</td>
<td>5%</td>
<td>12%</td>
<td>27%</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>FSC Mark With Factual Description</td>
<td>11%</td>
<td>23%</td>
<td>34%</td>
<td>26%</td>
<td>7%</td>
</tr>
<tr>
<td>Legacy Positioning (A)</td>
<td>9%</td>
<td>30%</td>
<td>38%</td>
<td>17%</td>
<td>5%</td>
</tr>
</tbody>
</table>

% At Least Somewhat Aware: 22%
Share positive messages:
Connect with the global celebration of FSC Friday

FSC® FRIDAY 26 SEPTEMBER 2014

www.fscfriday.org • www.au.fsc.org
Winner of main prize announced on FSC Friday

FSC Facebook app captures new fans, educates, and provides pledge badges for sharing

Winner of main prize announced on FSC Friday

Campaign journey

FSC launch campaign on social channels, Sponsors share FSC posts and link to FSC Facebook app

Social content on Sponsor and FSC channels
Leave a Legacy – Take the FSC Pledge

1. THE CERTIFICATION
   Set the challenge

2. THE ISSUES
   Connect the dots

3. THE CALL TO ACTION
   Find the logo

4. WHAT IT ALL MEANS
   100 words or less short answer

I took the #FSCFriday pledge

social@Ogilvy
Taking the FSC Pledge

CAPTURE AND EDUCATE TARGET AUDIENCE

Pledge is hosted on the FSC Facebook page app.
To begin, participants must:

1. "Like" FSC (Capture)
2. Complete the "Legacy Tour" and pledge (Educate)
3. FSC +3 – Invite 3 friends you would take on your trip to take the pledge (Share)

I took the #FSCFriday pledge
Sponsorship Levels

Gold Sponsor

Silver Sponsor

Bronze Sponsor
Sponsorship Levels

Benefits:
• Visual representation on some campaign materials
• Social media shout-outs, including links for prize draws (Maximum 1 per week)
• Featured prize winner story post-campaign (Maximum 1)

Contribution:
$5000*  (Minimum $2000 cash, remainder may be FSC Certified items or vouchers)

*FSC Australia/FSC International/Joint Members & Retail Supporters are automatically eligible for this level as part of their ongoing support of FSC.
Sponsorship Levels

**Benefits:**
- Secondary visual representation on campaign materials
- Discounted tickets to launch events: Sydney & Auckland
- Social media shout-outs, including links for prize draws (Maximum 3 per week)
- Featured prize winner story post-campaign (Maximum 2)

**Contribution:**
$10,000* (Minimum $4500 cash, remainder may be FSC Certified items or vouchers)

*FSC Members & Retail Supporters may join this level for $4000 cash or equivalent FSC Certified products/vouchers.
Sponsorship Levels

Benefits:
• Prominent visual representation on all campaign materials
• 10 Free tickets to launch events: Sydney & Auckland
• Social media shout-outs, including links for prize draws (Maximum 1 per day)
• Featured prize winner story post-campaign (Maximum 4)

Contribution:
$15,000* (Minimum $8000 cash, remainder may be FSC Certified items or vouchers)

*FSC Members & Retail Supporters may join this level for $10000 cash or equivalent FSC Certified products/vouchers