

Turf SIAP August 2020

Marketing Brand Plan FY21



FY20 Marketing Campaign Overview

The Courier Mail How to give your house kerb appeal

BESHNI RATHAM
Aussies have spent more time at home than ever before over the past few months. To compensate for the inability to enjoy outside spaces many have turned to their own backyards and are determined to make the most of what they have.

Does your garden need a spruce-up? Former *The Block* former contestants Michael and Carlene Duffy have you covered, offering their five top outdoor DIY tips.

1. Lay new turf
New lawn will not only add value to your property, but it will really help to transform your yard and give your family an additional space in which to play or relax. Take it up a notch by pulling weeds, trimming hedges and laying fresh mulch in the garden too.

2. Restore broken or outdated furniture
Give dated outdoor furniture some TLC by giving it a makeover. Prep the surfaces with a good sanding, paint with a rust solvent (if required) and then finish with a fresh coat of paint.

3. Create kerb appeal
A fresh coat of paint on your front fence and boundary fences can quickly elevate the look of a home's exterior. Use a dark charcoal colour flanked by greenery. The dark backdrop allows the green to really pop and is a timeless combination.

4. Pressure wash Get rid of built-up grime and dirt from your front pavers, driveways and patios, as well as the exterior window frames and house facades by giving them all a good hose down.

5. Modernise Update the remaining house facade by painting the cladding, gutters, window frames, garage door and roof to a more current colour combination. Always sample your paint colours first and observe them in the changing light.
To find your local turf supplier and spruce up your backyard, visit lawnsuperstore.com.au



EXPERT TIPS TIME TO TURF IT

Queensland homeowners have been eager to spruce up their yards during the coronavirus pandemic, with turf sales for DIY new projects going gangbusters. Hugh Strain (pictured above), the general manager of Turfanda Turf at Glenloggie, said he had experienced a 50 per cent increase in residential sales of turf over the past 12 months.

"I don't believe it's because we're bored, but rather because we have more opportunity to slow down, look around our backyard and see what we might want to improve upon," Mr Strain said.

"Homeowners are finally finding time to



Geelong Advertiser

HOW TO CARE FOR YOUR LAWN

FOLLOWING a summer of extreme weather events, many Aussies are thinking about how to get their grass looking pristine.

Caring for a lawn – the season of care and repair for Australian lawns – is the third time for homeowners to give their backyard the greenest it deserves.

Turf Australia market development manager Jenny Duffin has provided some top advice to maintain your lawn through autumn:

PREPARE
Autumn is your best time to lay turf. Apply a slow release granular fertiliser at the start of the season.

This will give your lawn the boost it needs through winter, and will help to prevent weeds.

WATER WISELY
If you are facing a drought, there are several ways to keep your lawn alive. Water your lawn with soaker hoses.



18 pieces of media coverage, shared with 12 million+ Australians

1. Lay new turf – new lawn will not only add value to your property, it will really help to transform your yard and give your family an additional space to play and relax. Take it up a notch by pulling weeds, trimming hedges, and laying fresh mulch in the garden too.

2. Restore broken or outdated furniture – give dated outdoor furniture some TLC by prepping the surfaces with a good sanding, a rust solvent (if required) and then a fresh coat of paint.

3. Frame the home – a fresh coat of paint on your front fence and boundary fences can quickly elevate a home exterior. A dark charcoal flanked by living greenery is a no-fail. The dark backdrop allows the green to really pop and is a timeless combination.

4. Pressure hose – time to get rid of all that built-up grime and dirt from the front pavers, driveways and patios, as well as the exterior window frames and house facades.

5. Modernise – Update the remaining house facade by painting the house cladding, gutter, window frames, garage and roof to a more current colour combination. Always sample your paint colours first and observe them in the changing light.

COMPLETEHOME

10 DIY tips for your interior and exterior spaces



Mt Martha dad creates ultimate iso backyard with cricket pitch

This investment by trade and father of two backed allows his average creating a cricket pitch and soccer field in his yard – and he says it'll be used a lot, so could other sport-mad families.

Sherrill Saxton | 10 NEWS 11:58 AM



Sherrill Saxton and his wife play cricket on the pitch in their backyard. Photo: Nikki Connolly. Source: News Corp Australia.



The family and their Labrador Bella and Zippah enjoy the soccer field. Photo: Nikki Connolly. Source: News Corp Australia.

Mr Raftery said creating the sports set-up was "relatively easy" once the "most time-consuming part" – wedding – was completed.

He made the cricket pitch with a "cheap" roller he bought from Bunnings, drilled a hole into and filled with concrete.

"That made the pitch flatter, which is important when you may have the next Ricky Ponting or Ellyse Perry playing on it," he said.

Mr Raftery also purchased a line marker to draw the boundaries of the mini cricket and soccer fields, which "saved a lot of time" compared to trying to measure straight lines with a rope.

He installed stumps and goals on the pitches, and ordered the playground equipment from Alibaba and assembled it over a couple of days.

To keep his backyard sports precinct fresh, Mr Raftery mows the fields every two to three weeks and updates the boundary line markings every six to eight weeks.



5 ways to keep your lawn alive in a drought

Head over summer lawn tips? Watch the video below.



We all love a fresh, green lawn in summer. However drought and water restrictions have a serious impact on the garden.



THE BLOCK

Blockheads Michael and Carlene share their top reno tips

With the threat of coronavirus, self-isolation and social distancing in place a lot of us are spending more time at home.

The thought of renovating has crossed the minds of a lot of people who are now looking at things they don't live at home or finding little projects to improve certain spaces.

If you're a first-time renovator it can be hard to know where to start, but former *Blockheads* Michael and Carlene Duffy have got you covered.



COVID-19 Consumer implications for the F21 Turf Brand Plan

Spending more time at home

- Consumers desire for an improved home environment is more relevant than ever, with more work and leisure time at home



Looking for improvement solutions

- Consumers are seeking ways improve their mental, physical and financial health



Using more digital and social media

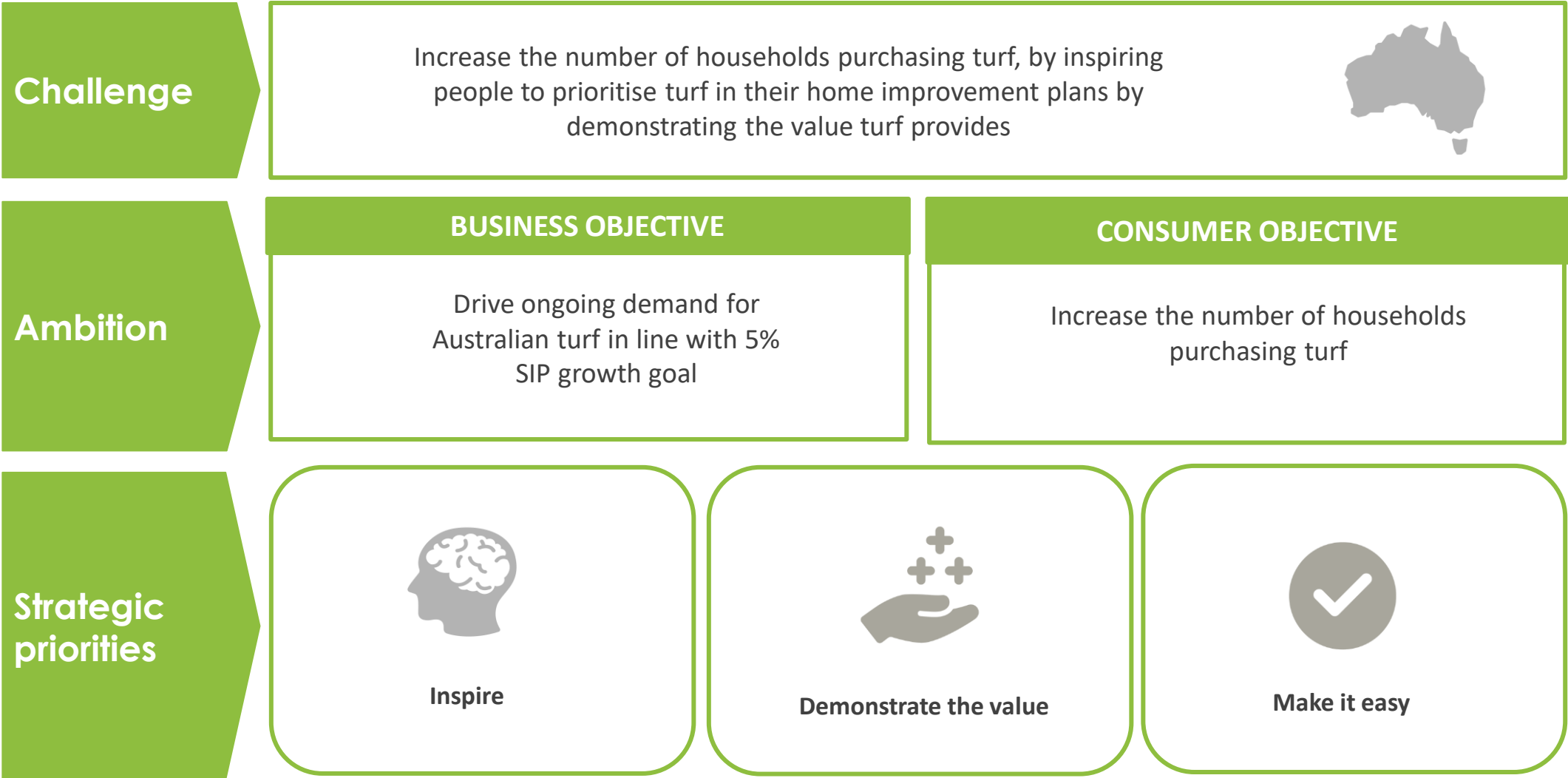
- Consumers are using digital and social media to provide home improvement inspiration
- Digital also reaches consumers irrespective of further lockdown changes



Marketing Brand Plan FY21



BRAND STRATEGY



BRAND STRATEGY

Brand Challenges & Consumer Opportunities

BRAND CHALLENGES

Benefits are not top of mind

Turf maintenance

Water restrictions

Shrinking property size



CONSUMER OPPORTUNITIES

Consumers are spending more time at home and in their yard

Position turf as the preferred solution for home improvements



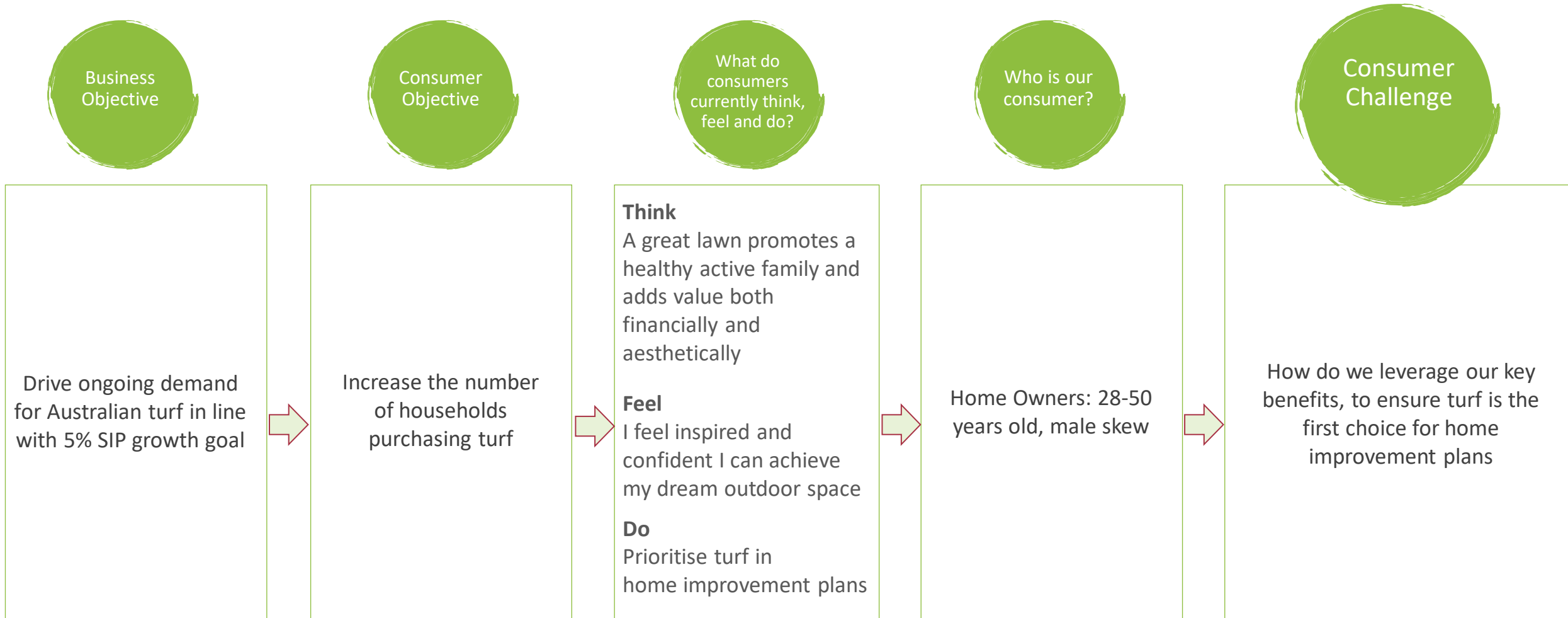
TARGET MARKET

Homeowners, 28-50 years, have kids at home or planning kids in near future, creatures of the suburbs, thinking about replacing or adding turf. Male skew.



BRAND STRATEGY

Core Consumer Challenge: Total Brand



FY21 Marketing Approach

Stop

- Frequency of EDM's to be reviewed in line with budget reduction

Start

- Consider other ambassador opportunities to give campaign a fresh angle in FY21
- Evaluate the most effective options for social media audience engagement e.g current form of competition versus other rewards or incentives

Continue

- Third-party ambassadors create strong news hook and credibility for lifestyle media coverage
- Work closely with Turf Australia to leverage coverage opportunities in property and local media
- Adapt media pitches to align to current trends to improve relevance and maximise uptake
- Continue to use Facebook to educate and engage our target audience
- We will continue to direct media traffic and our Facebook audience to our website, as a source of inspiration and education
- Continue content that resonates well such as; before and after images and DIY tips

BRAND ACTIVITY CALENDAR

Marketing Activity	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
	Winter		Spring			Summer			Autumn			
Public relations Sep - June Additional targeted focus: <ul style="list-style-type: none"> Sep-Nov spring, leading into summer entertaining January school holidays April school holidays 												
Social media												

**FOR
ADVICE**

BUDGET BREAKDOWN

**FOR
ADVICE**

Marketing Activities	Budget
Digital media (social media & website)	\$40,000
Public relations	\$60,000
Total Budget	\$100,000*

*Please note that the Turf FY21 budget has not been finalised at time the SIAP pre-read papers have been distributed. If the budget increases, these additional funds will be directed to digital media