

SEVEN⁺

Weathermaster

Distributor Conference
25 & 26th Feb 2021



Today's Agenda

1. Objectives
2. Agency
3. Brand idea
4. Personas
5. Media approach
6. Brand look and feel

Our Objectives

01

Increase audience and executional clarity.

02

Grow product and brand awareness.

03

Improve SEO performance and website traffic.

04

Deliver qualified leads to distributors on a regional basis.

Seven

Founded in 1997, Seven is a full-service creative agency. We partner with our clients to elevate their brands with those who matter most—we call this shaping change.

We work with brands like Luxaflex, My Food Bag, Datacom, Westpac and Xero across Australasia to build brands, create content and develop campaigns.

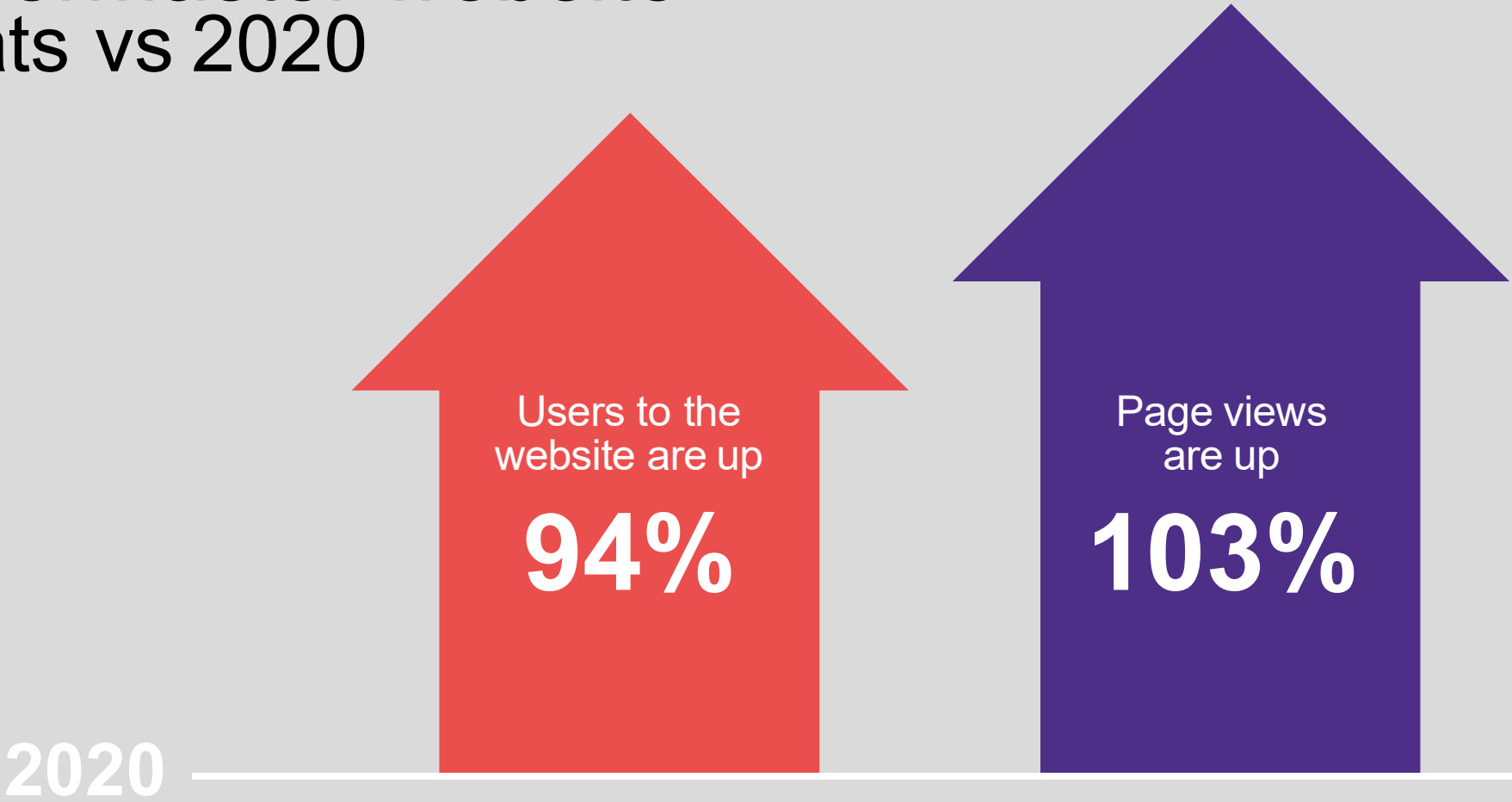
With three years of proven success in the window fashions category, we're excited to be working on the Weathermaster account.

Strategy Media

Strategy Media is a fully accredited media agency working with private and public sector clients across all media channels for the past 28 years. As Google, Facebook and HubSpot partners, we have access to tools, media placements and data not readily available to all agencies.

Our team are based in Wellington, Christchurch and Sydney, which ensures we keep a local focus within a bigger perspective. Lead generation and nurturing leads are a key focus for a number of our clients and has become an area of speciality for our agency.

Weathermaster website key stats vs 2020



Opportunities

- ▶ Leverage and build upon the legacy and equity that the Weathermaster name carries and share this with a new generation.
- ▶ Capitalise on 'NZ made' and 'support local' sentiment.
- ▶ Refine brand positioning and develop clear audience personas to target.
- ▶ Hone key messaging and creative across digital and social.
- ▶ Connect creative executions with receptive audiences through optimised media placements.

Designed to work,
made to last.

Proudly made in New Zealand,
for New Zealand conditions,
since 1962.

We are a trusted New Zealand
company. Friendly local experts
cover the country, ready to help
you. Since 1962 we have shaded
New Zealand with an extensive
quality range of blinds, awnings,
shelters and umbrellas.

How should the Weathermaster brand resonate with the target audience?

By being ————— Quality
Trusted
Custom made
Personalised
NZ focused

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Target audience/s

(Personas)

Our personas shape the foundation of our marketing efforts. A definition of our ideal customers, personas encapsulate key purchasing drivers and objections, allowing us to better develop and target our messaging with pre-planned overcomes and value propositions that talk to their needs.

1. Indoor / Outdoorers

*“Life is for living,
indoors and out”*

Wants something that delivers a balance between effortless entertaining and increasing liveability. Their challenge is weighing up alternative solutions and understanding what one is better.



2. Pragmatists

*“Everything you need,
nothing you don’t”*

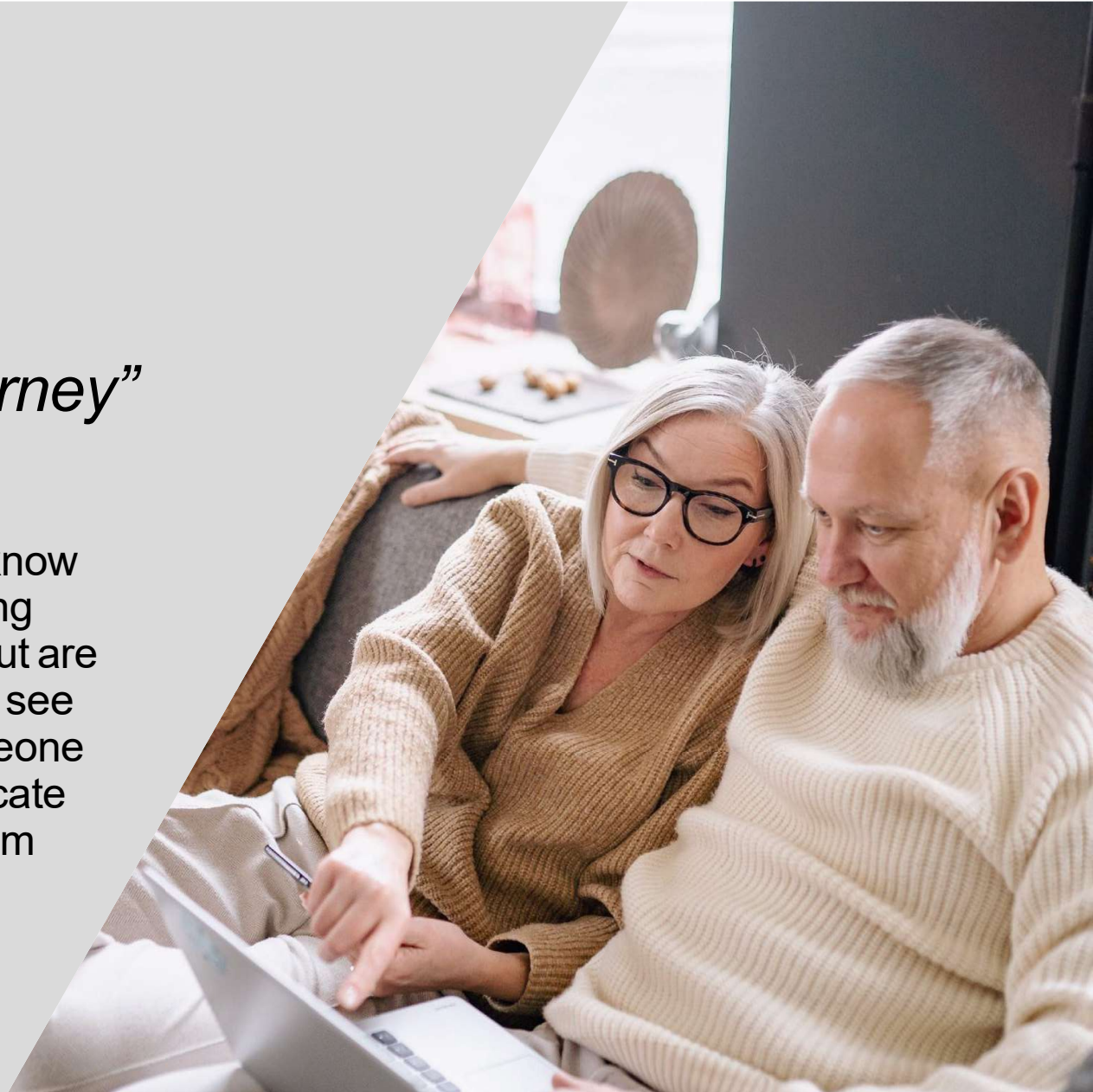
Wants something that ‘does what it says on the tin’ but won’t pay for what they don’t need. Their challenge is justifying expenses, but quality NZ made products that suit their needs to get them over the line.



3. Boomervators

“Be with me for the journey”

They appreciate that they don't know what they don't know when finding something to meet their needs but are confident they'll know when they see it. Their challenge is finding someone who'll sit down face to face, educate them on the product and see them through the sales process.



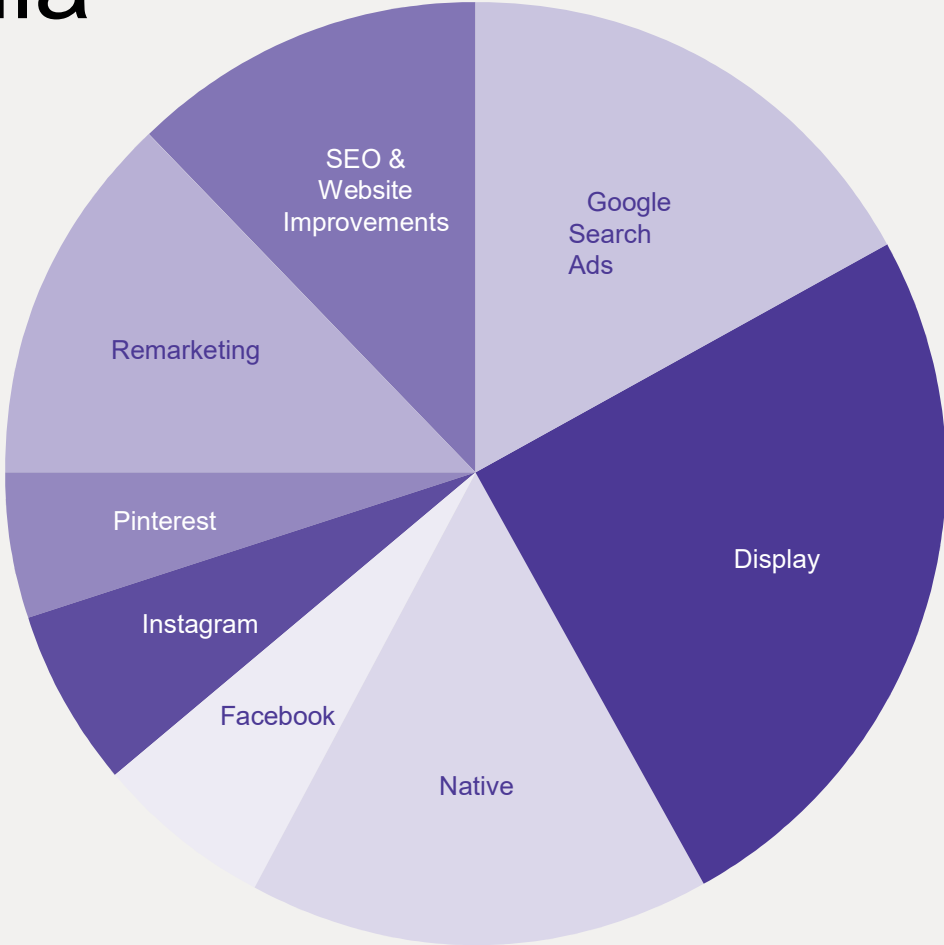
Media approach / channels

- Our media approach for Weathermaster starts by targeting people in each region who are currently looking for the types of products and solutions offered by Weathermaster. This is where both SEM (paid search) & SEO (organic search) are important as they are the channels that reach people who are ready to buy.
- The next area of focus is generating awareness. Using digital marketing tactics allows us to generate awareness cost-effectively by using the data we can collect about consumers.

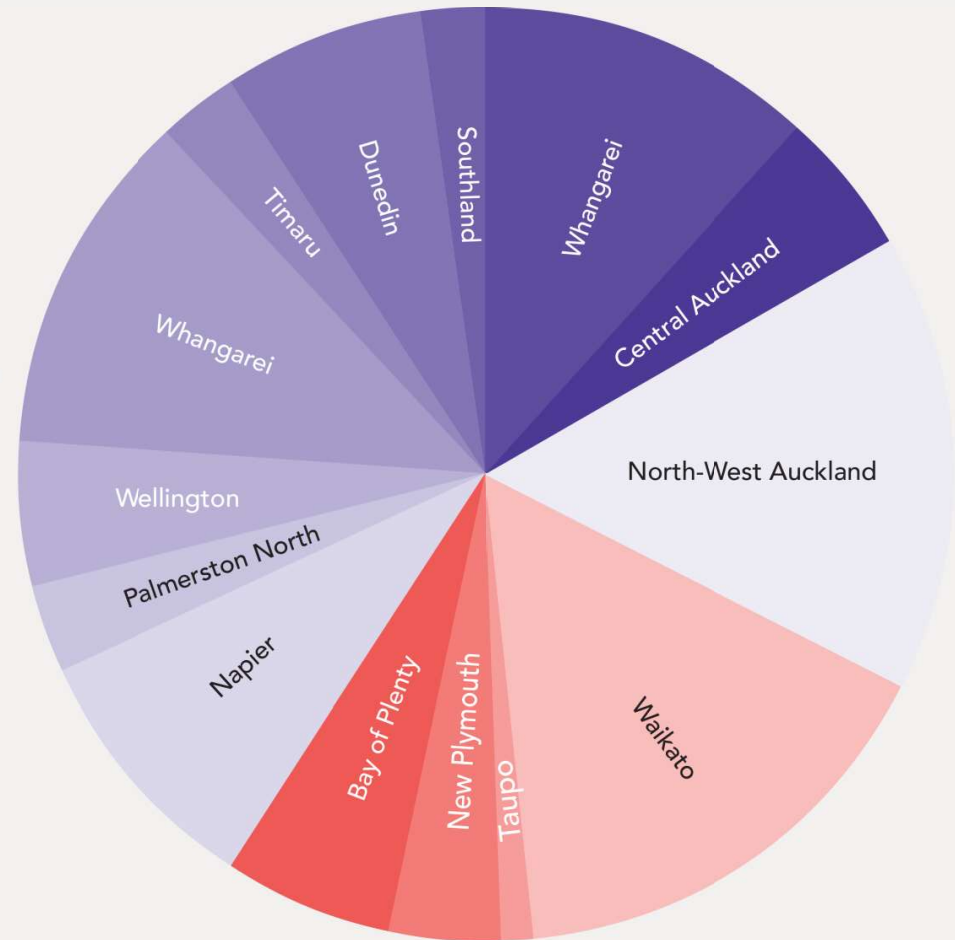
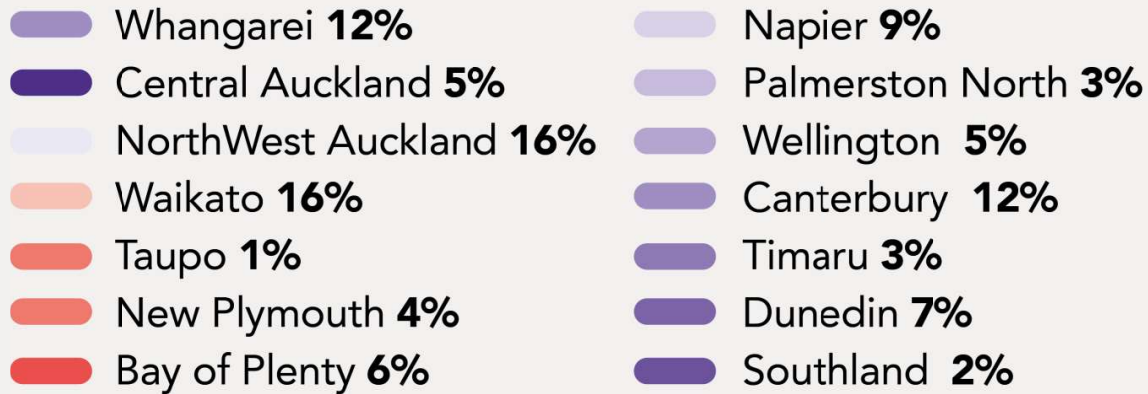
More traditional channels such as magazines and outdoor were considered but did not provide the cost efficiency and effective reach we can achieve online for our personas.

Percentage split of media Budget by channel

- Google Search Ads **17%**
- Display **25%**
- Native **16%**
- Facebook **6%**
- Instagram **6%**
- Pinterest **5%**
- Remarketing **13%**
- SEO & Website Improvements **12%**



Mediaplacement spend split by region



Media schedule

Channel	January				February				March				April				May				June				July				August				September				October				November				December																																																																																																																											
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Identity Refresh

The Refresh

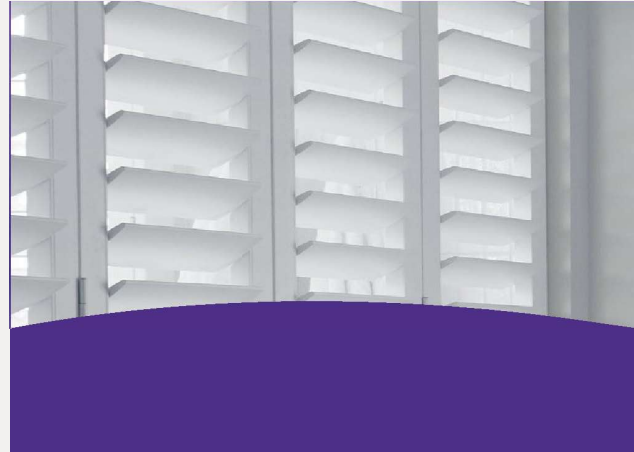
To refresh the wider identity we've introduced three new elements to augment and support the Weathermaster brand. Used carefully, these elements not only allow us to add visual interest through shape and inject personality through colour, they also give our content a distinct and ownable look, beyond the just the Weatherwaster logo.



Big W

The 'W' represents shade — the core of Weathermaster products. This should be used with minimal contrast between the 'W' and background to mimic the effect of shade.

Should be used sparingly, and only as a statement, at large scale.



Curve

The curve has become the signature shape for Weathermaster and can be used as a section divider and frame for content such as images.



Colour

Enhanced by a gradient portraying the effects of light, the existing Weathermaster purple is used boldly and liberally, owning the colour.

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Weathermaster[®]



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Designed to work
and made to last.



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Shading kiwis since 1962




Weathermaster[®]




Weathermaster awnings




Designed to work and made to last



Made in NZ.
Made to last.




Designed to work and made to last




Guaranteed to perform.


[Learn more](#)




Designed to work and made to last



Roller Blinds that fit your home and lifestyle.




Designed to work and made to last

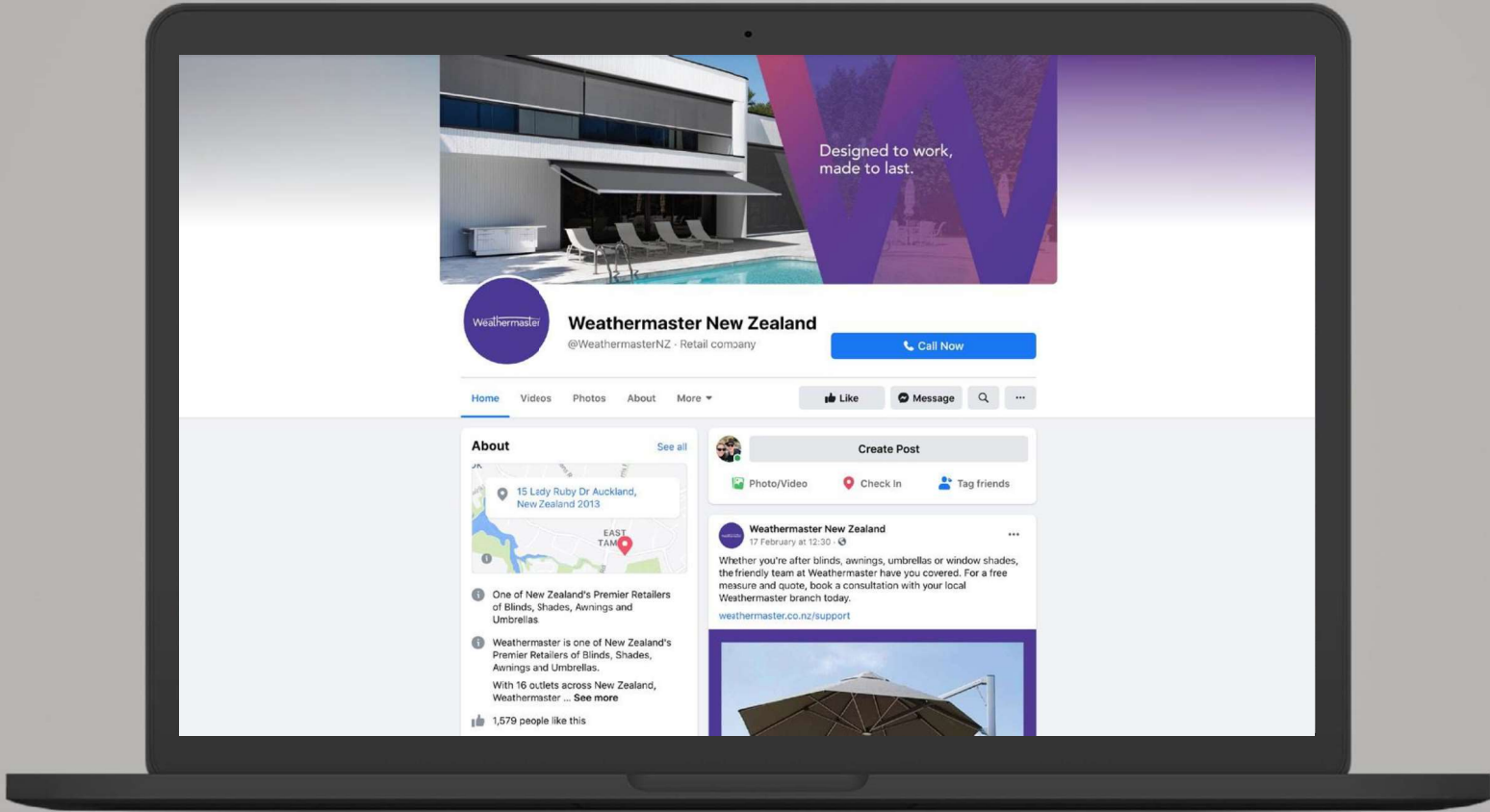


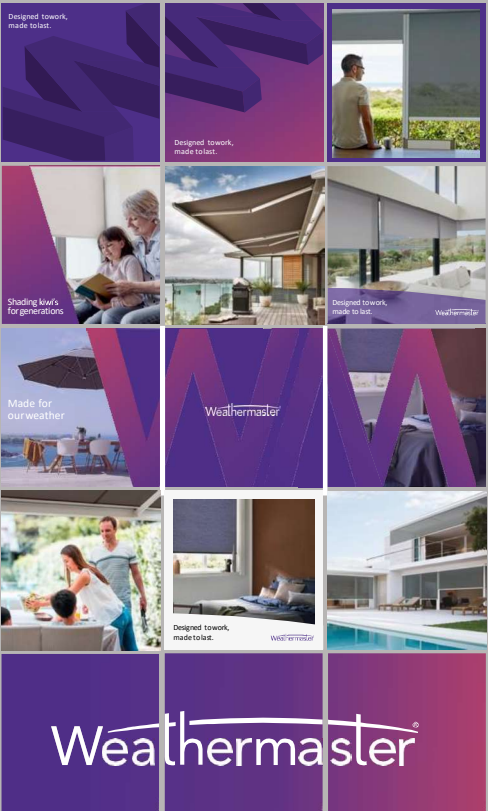
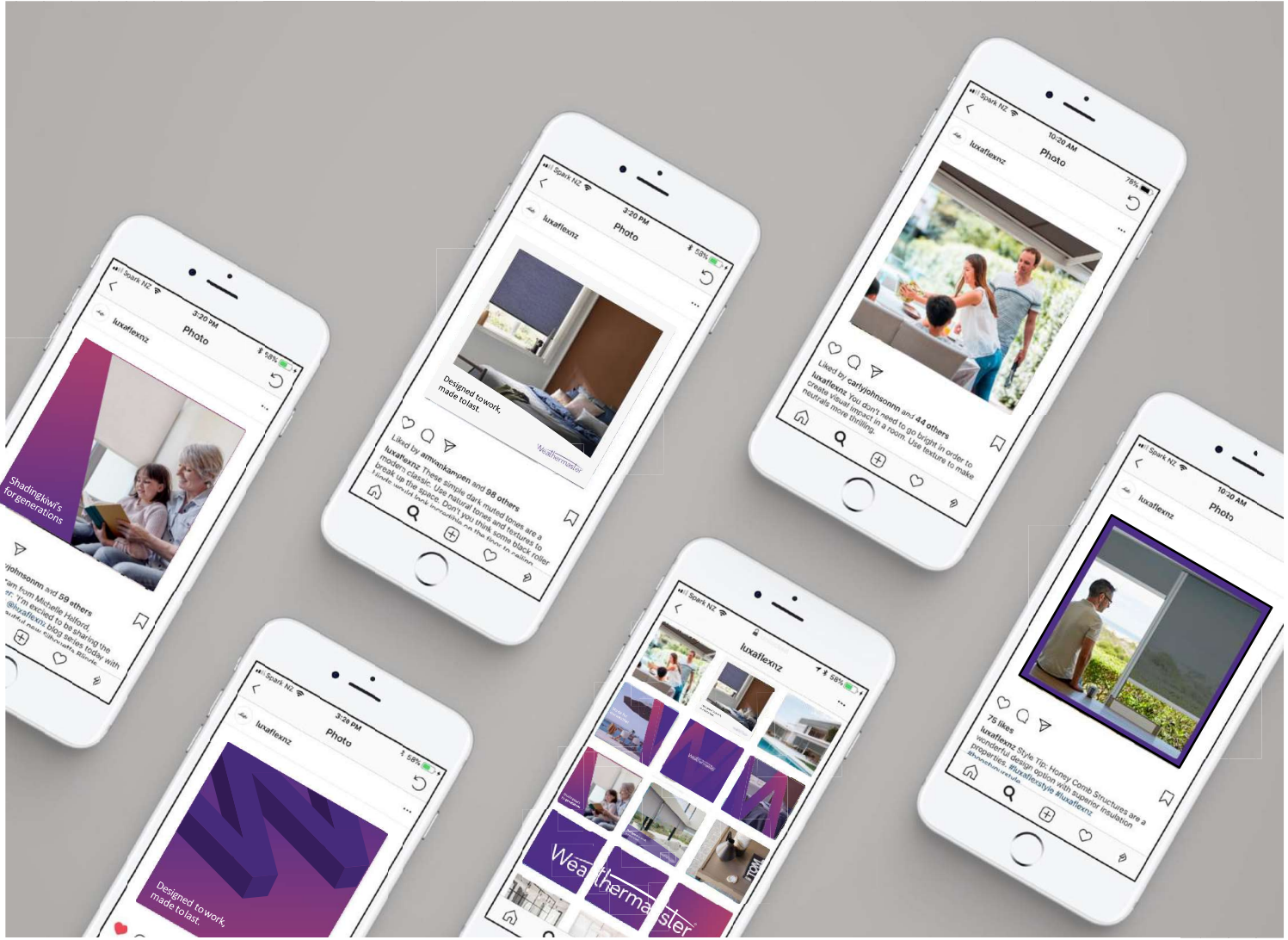
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