

# Weathermaster Virtual Conference

19<sup>th</sup> May 2021

Weathermaster<sup>®</sup>

# Weathermaster Virtual Conference

Please

- Use the MUTE button when not speaking to maximise sound quality for everyone
- Use chat to ask any questions and we will answer throughout the presentation or at the end of each segment
- If any issues with speed please turn off camera to improve bandwidth performance

# Agenda

Topic	Presenter
Sales Overview	Andre Almond
Marketing Update	Ellis Mitchell
KAM Update	Andre Almond
Product Launch Update	Amy Karsten Amelia Anan-anyakorn
Waikato Shutters & Blinds – Awning Campaign	Jourdan Lee
Open Forum	Distributors



# Weathermaster Virtual Conference

Sales Overview

Andre Almond

Weathermaster®

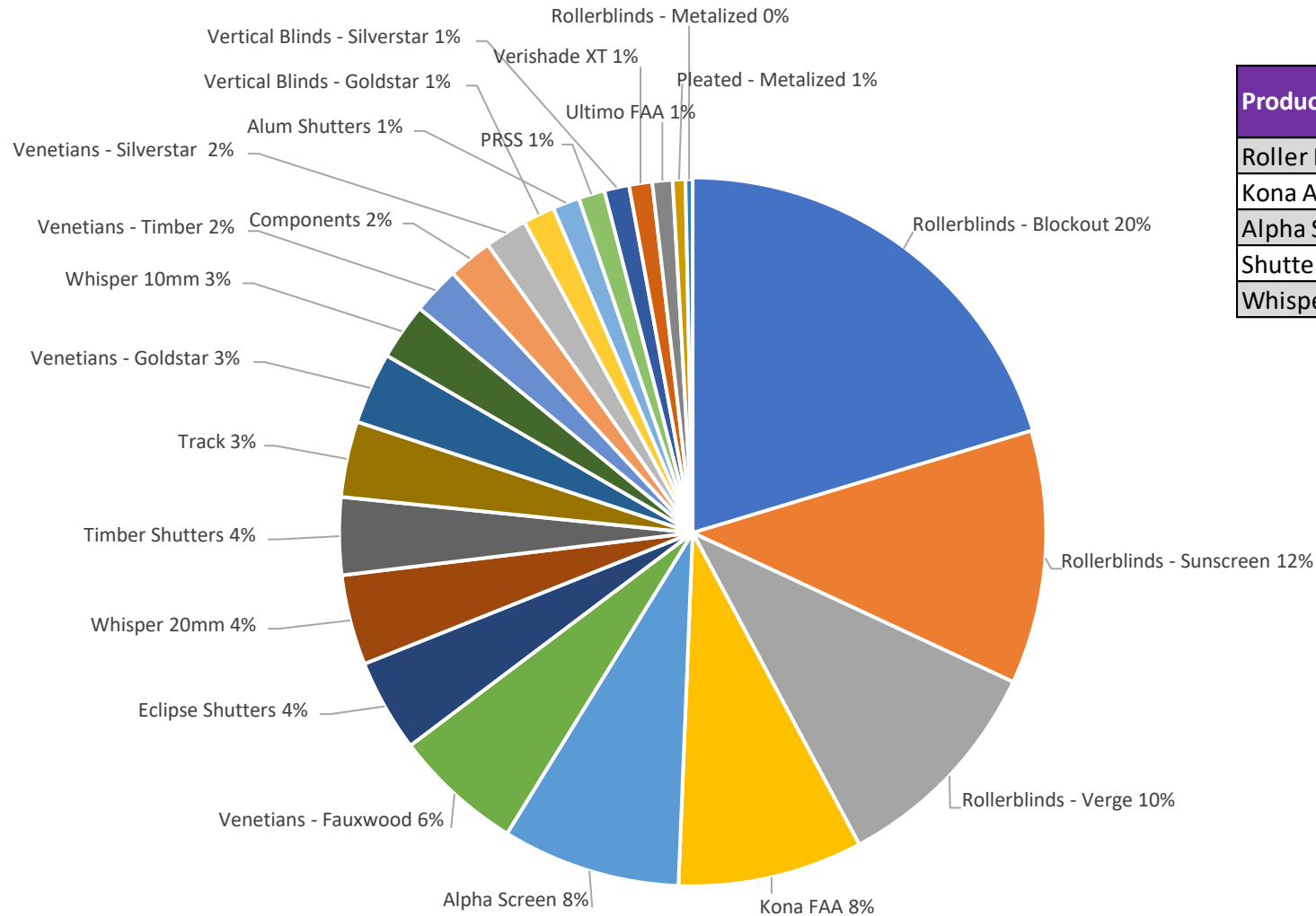
# Sales Overview

Performance January to April 2021

Ranking	Distributor	Sales against budget %	Sales against YTD 2019 %
1	WEATHERMASTER AUCKLAND	3%	37%
2	WAIKATO SHUTTERS & BLINDS LTD	33%	n/a
3	FRAZERHURST CURTAINS & BLINDS	16%	54%
4	H.B. BLINDS & AWNINGS -NAPIER	33%	4%
5	CONCEPT BLINDS & SHUTTERS	72%	183%
6	ACTIVE FURNISHERS LTD.	-8%	27%
7	WEATHERMASTER CANTERBURY	-22%	-3%
8	THE SHADE HOUSE 2016 LTD	-7%	12%
9	WEATHERMASTER BOP LTD	-33%	2%
10	WEATHERMASTER HOME PLUS 2018	9%	116%
11	WEATHERMASTER NEW PLYMOUTH	-52%	-45%
12	WEATHERMASTER SOUTHLAND	-34%	6%
13	H.B. BLINDS & AWNINGS -TAUPO	-92%	-78%
	<b>Grand Total</b>	<b>10%</b>	<b>10%</b>

# Sales Overview

## Distributor product mix



Product (top 5)	% Total Group Mix	Active Distributors	Product Champion
Roller Blinds	42%	ALL	Waikato Shutters & Blinds
Kona Awnings	8%	6 of 13	Weathermaster Auckland
Alpha Screens	8%	8 of 13	Concept Blinds & Shutters
Shutters	9%	9 of 13	Weathermaster Auckland
Whispers	7%	11 or 13	Frazerhurst Curtains & Blinds

# Weathermaster Virtual Conference

Marketing

Ellis Mitchell

Weathermaster®

# Weathermaster<sup>®</sup>

Q2 2021 Marketing Efforts





# Overview

Our digital marketing efforts for Q2 have changed with the seasons as we continue our indoor/ outdoor product-based campaign strategy.

**Campaign period** = April – May 2021

# Product focus

**Indoor**



**Whisper® Shades**

**Outdoor**



**Alpha Sunscreens  
range**

# Overview

With the Q2 campaign period parallel to the Autumn season, we have looked to capitalise on seasonal factors that can drive our customers to purchase.

# Audience Recap

# 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.



# Overview

Through digital marketing, we aim to highlight the benefits of our products that answer key seasonal drivers, all of which allow our audiences to:

## **Make the most of their outdoors.**

Alpha Awnings are kiwi made for NZ's conditions, delivering effective shelter, privacy and UV protection whatever the weather.

## **Keep their home environments comfortable with a product that does more.**

Our custom-made Whisper Shades offer effective insulation, privacy, light control and automation all in one.



# Delivery

# Display Ads

## Whisper Shades

Frame 1



Weathermaster®  
Whisper® Shades.

Weathermaster®  
Designed to work and made to last

Frame 2



Superior insulation  
and function.

Weathermaster®  
Designed to work and made to last

Frame 3



Custom-made for  
your windows.

Learn more

Weathermaster®  
Designed to work and made to last

Image and text to fade out.

New image and text to fade in, image to slide across frame.

Button and text to fade in.

## Alpha Sunscreens

Frame 1



Whatever the  
weather make  
the most of your  
outdoors.

Weathermaster®  
Designed to work and made to last

Image and text to fade out.

Frame 2



With Weathermaster®  
Alpha Sunscreens.

Learn more

Weathermaster®  
Designed to work and made to last

New image, text and button to fade in.

# Native Ads

Whisper Shades



The superior insulation and function combination

Insulation, privacy, light control and automation all in one. Custom-made Weathermaster Whisper Shades simply do more.



[Learn more](#)

Alpha Screens



Make the most of your outdoors

Kiwi made for New Zealand's conditions, Weathermaster Alpha Screens deliver outdoor shelter, privacy and UV protection whatever the weather.




[Learn more](#)

1  
9





# Social Ads

## Whisper Shades

Weathermasternz sponsored




Learn more >





**Weathermasternz** Custom-made shades. Insulation, privacy, light control and automation all in one. Custom-made Weathermaster Whisper Shades simply do more.

## Alpha Screens

Weathermasternz sponsored



Learn more >

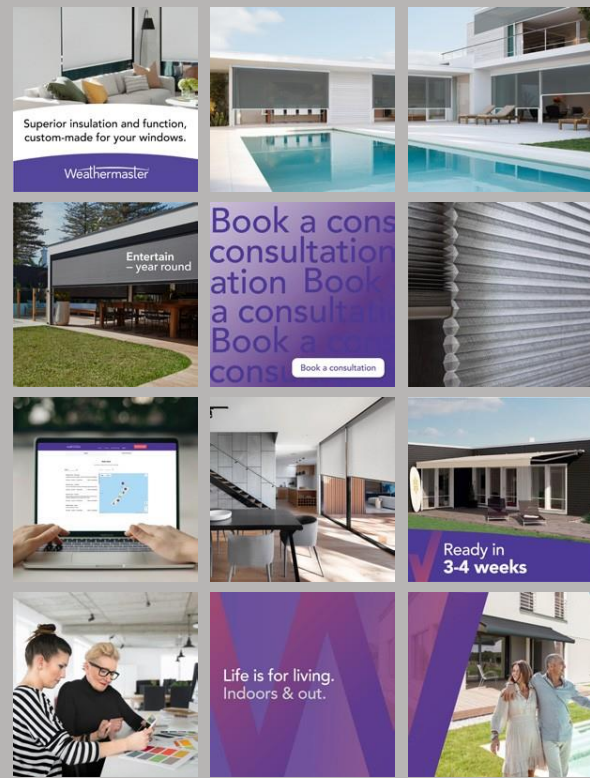
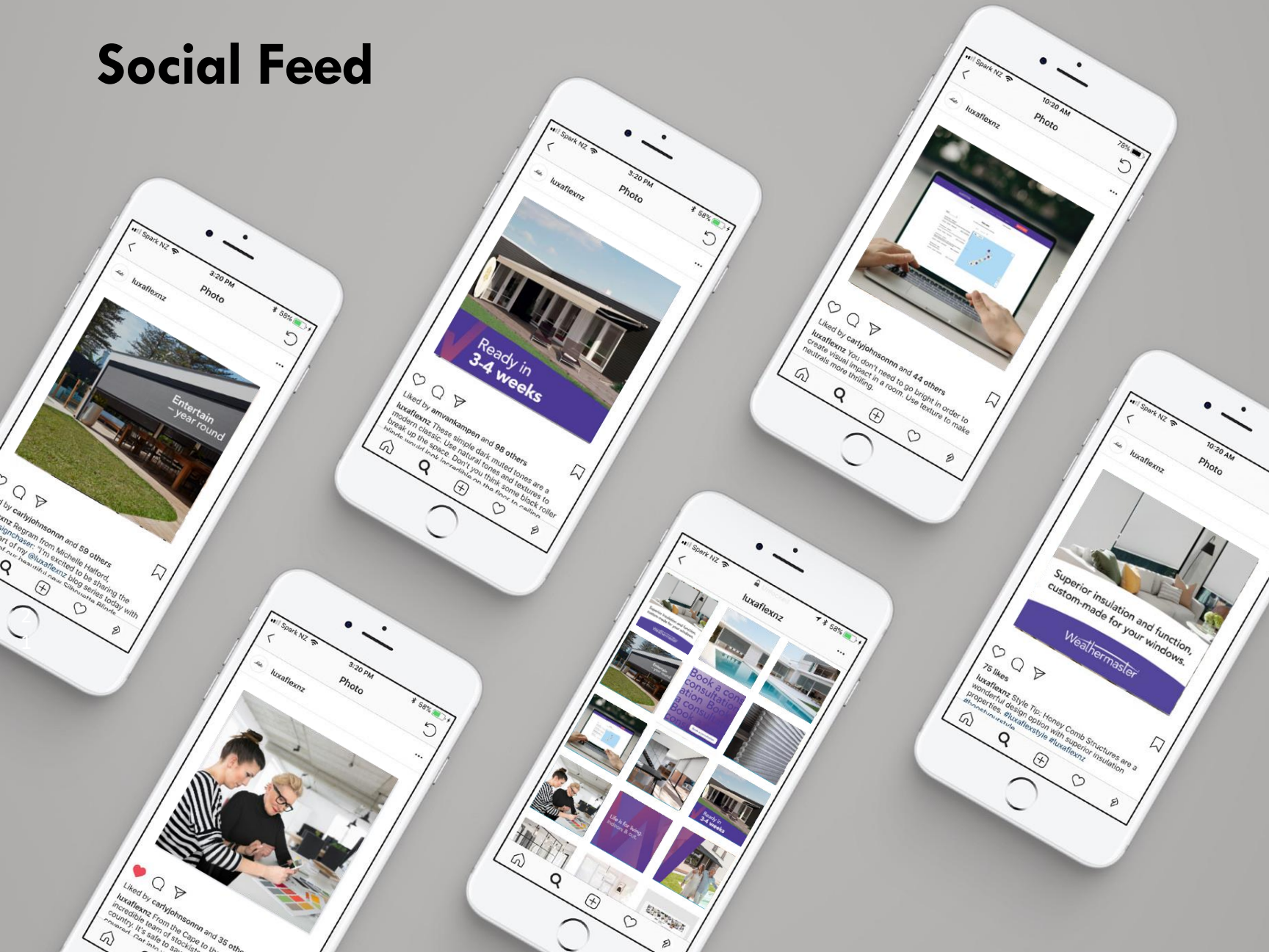





**Weathermasternz** Kiwi made Screens. Made for New Zealand's conditions, Weathermaster Alpha Screens deliver outdoor shelter, privacy and UV protection whatever the weather.

20



# Social Feed

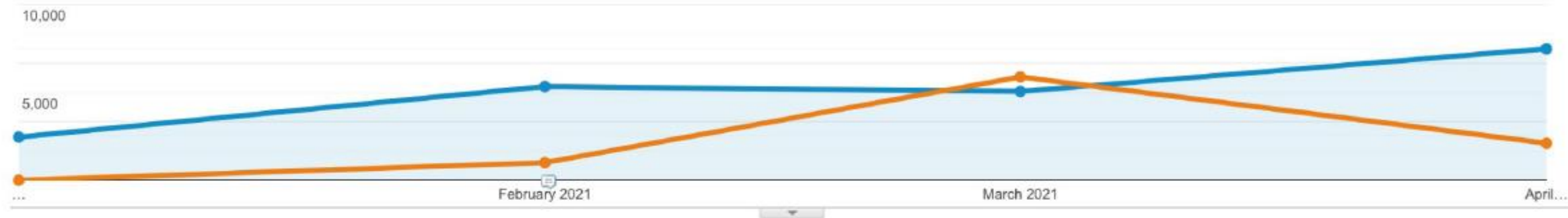


# Results

# Web Site Traffic

Jan 1, 2021 - Apr 30, 2021: ● Users

Jan 1, 2020 - Apr 30, 2020: ● Users



Users  
**127.17%**  
19,950 vs 8,782

New Users  
**122.66%**  
19,652 vs 8,826

Sessions  
**153.92%**  
25,816 vs 10,167

Number of Sessions per User  
**11.78%**  
1.29 vs 1.16

Pageviews  
**194.00%**  
53,132 vs 18,072

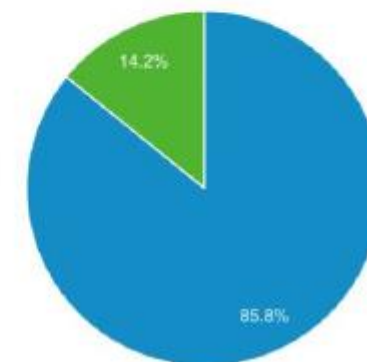
Pages / Session  
**15.79%**  
2.06 vs 1.78

Avg. Session Duration  
**46.23%**  
00:01:07 vs 00:00:46

Bounce Rate  
**-11.23%**  
64.66% vs 72.84%

■ New Visitor ■ Returning Visitor

Jan 1, 2021 - Apr 30, 2021



# Leads Generated

Lead Type	YTD 2021
Book a Consultation	103
Email An Expert	28
Warranty Registration	0
Newsletter Sign Up	18
Sample Express	1
Went to Find A Store Page	975
Email a Store	343
Phone a Store	478
Opened Google Maps	120
<b>TOTAL</b>	<b>2,066</b>



# Regional

Lead Type	YTD 2021
Book a Consultation	103
Email An Expert	28
Warranty Registration	0
Newsletter Sign Up	18
Sample Express	1
Went to Find A Store Page	975
Email a Store	343
Phone a Store	478
Opened Google Maps	120
<b>TOTAL</b>	<b>2,066</b>

# Clicks By Region

Campaign	Clicks	Impressions
Auckland	9,107	774,513
Bay of Plenty	1,579	280,459
Christchurch	187	530,929
Hamilton	2,263	680,879
Hawke's Bay	1,510	318,034
New Plymouth	805	166,853
Manawatu	771	187,182
Otago	93	279,929
Southland	84	146,647
Taupo	420	100,578
Timaru	31	72,394
Wellington	1,885	453,882
Whangarei	1,227	372,279

Campaign	Clicks	Impressions
North Island	87	20,597
South Island	36	5,595
<b>TOTAL</b>	<b>103</b>	<b>23,980</b>

Campaign	Clicks	Impressions
Brand	142	616
Blinds	390	7,828
Shutters	183	3,620
Outdoor	351	12,822
<b>TOTAL</b>	<b>1,066</b>	<b>24,886</b>

Campaign	Clicks	Impressions
Brand	42	129
Blinds	158	4,444
Shutters	107	1,402
Outdoor	461	13,952
<b>TOTAL</b>	<b>768</b>	<b>19,927</b>

# Weathermaster Virtual Conference

KAM Updates

Andre Almond

Weathermaster®

# KAM update

Inspiration

## Creating Separate Spaces



Brenda Ngatai

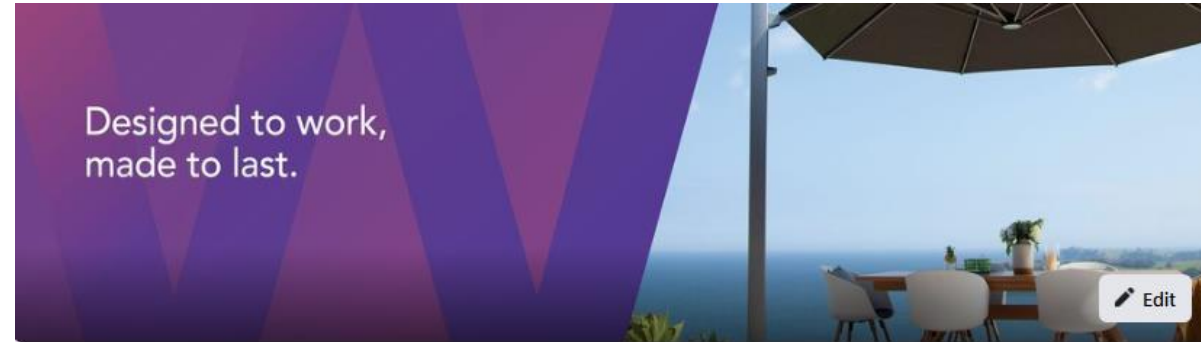


Colour Expert 14 Years



# KAM update

Facebook



## Weathermaster NZ

Private group · 1 member



About Discussion Topics Members Events Media

What's on your mind, Andre?

Live Video Photo/Video Poll

Andre Almond shared a post. Admin · 10 mins · 🌟



Continue setting up your group  
3 of 4 steps completed  
Customize your group and attract new members in a few steps.

- Invite Members
- Add Cover Photo ✓
- Add Description ✓
- Create Post ✓

About  
Platform for Weathermaster distributors nationwide to keep in touch, share ideas to grow our brand & help one another to be the best

## Distributors & NZWS

- Keeping in touch
- Sharing success & failures
- Local campaigns
- Tricky installs
- Ideas
- Showrooms

## Look up Weathermaster NZ





# KAM update

Showrooms - Auckland



# KAM update

Showrooms - Auckland



# MYNZWS

## One stop shop

- Education centre – Sales & Installation
- Administration
- Order status portal
- Claims & history
- Marketing support material

COMING JUNE-JULY!

FOR ALL ENQUIRIES? CALL 0800 223 224 Logged In As: andre

NEW AND REPAIR WINDOW SHADES

Search... LOGOUT

HOME AUTOMATION CARE & CLEANING BROCHURES INSTALLATION LEAD TIMES NEWSLETTERS & DELETIONS ORDER FORMS PHOTO GALLERY

PRICING PAGES PRODUCT MANUALS SALES & PRODUCT INFO QUICK LINKS SUBMIT A WARRANTY CLAIM DIGITAL TOOLKITS TRAINING & EVENTS

ARCHIVE PRODUCTS CONFERENCE INFO

# Welcome to your online support

**Need help? Ask a question!**

Do you need a bit of extra help? Fill out the form below and one of our team will get back to you promptly.

Your Name  Email Address

Question



# Waikato Awning Campaign

<https://weathermaster.waikatoshuttersblinds.co.nz/awningsoffer>



REQUEST FREE QUOTE

The banner features a background image of a modern home with a large, dark-colored awning over a patio area. The patio overlooks a scenic view of a lake and mountains. The interior of the house is visible through large glass doors, showing a bedroom with a bed and a lamp. The overall color palette is muted, with purples and blues.

Weathermaster<sup>®</sup>

## FREE UPGRADE

Across the awnings range with  
Waikato Shutters & Blinds

Enhance your property with stylish Weathermaster awnings that are made to stand the test of time. Produced with the highest quality materials, there's no better option in the market.

Offer available for a limited time only, whilst stocks last.

LEARN MORE

# Waikato Awning Campaign



# Weathermaster Virtual Conference

Product Team

Amelia Anan-anyakorn & Amy Karsten

Weathermaster®

# Agenda.

1. 2021 Roller Blind  
Fabric Range Refresh



2. Alpha MagnaTrack



3. Other Updates





# 2021 Roller Blind Fabric Range Refresh.



# Largest fabric release so far.

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- 11 Block-out & Light-filtering ranges
- 2 Sunscreen ranges
- Release date: 26<sup>th</sup> May 2021
  - eDM: Range refresh + Fabric overview video
  - Digital collateral uploaded
  - All printed collateral dispatched from H.O.
  - Open to receive orders





# Block-out and Light-filtering ranges



EXCEL FR B/O

1.1 multiplier

3.2m wide

RESENE ORIGIN B/O

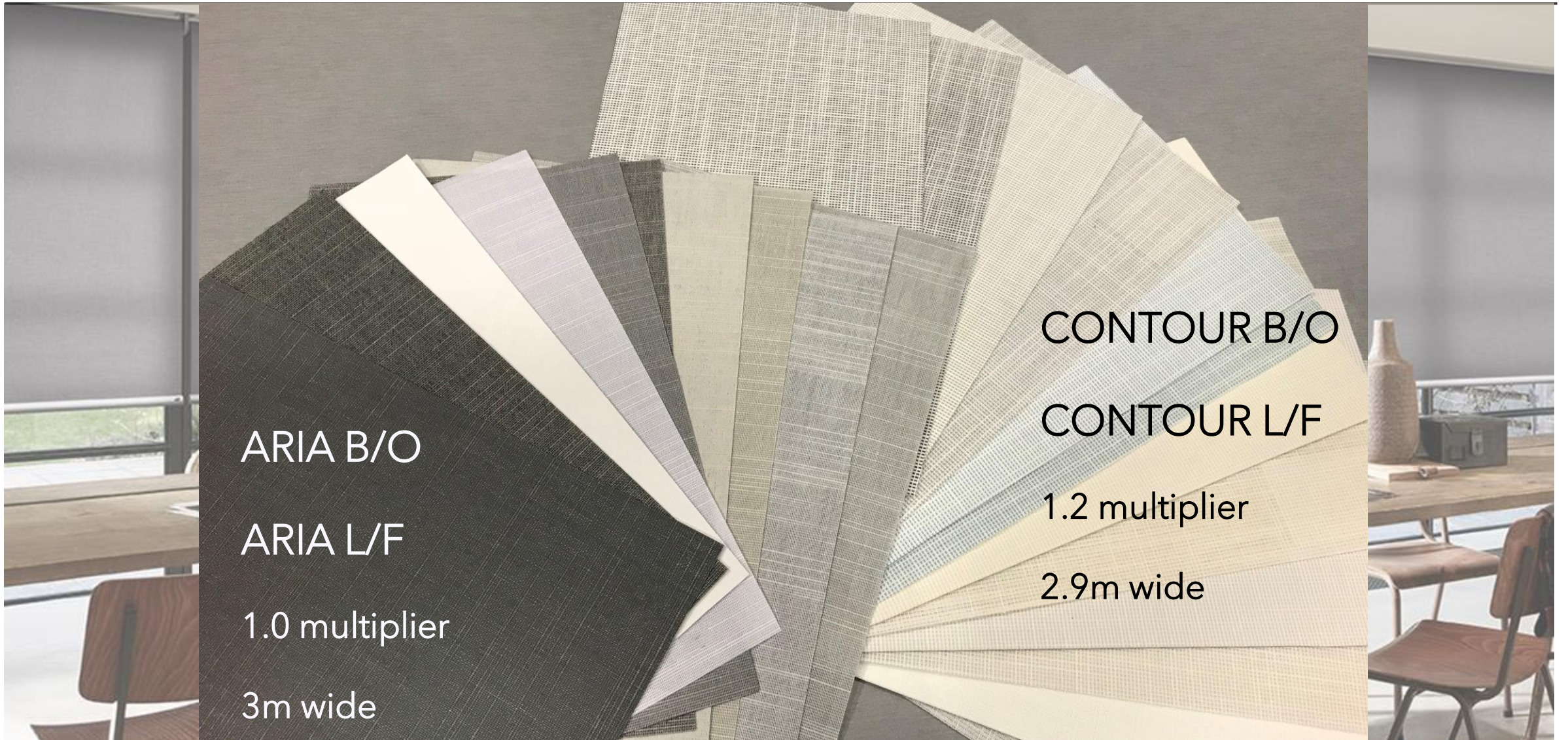
1.0 multiplier

3m wide





# Block-out and Light-filtering ranges



ARIA B/O

ARIA L/F

1.0 multiplier

3m wide

CONTOUR B/O

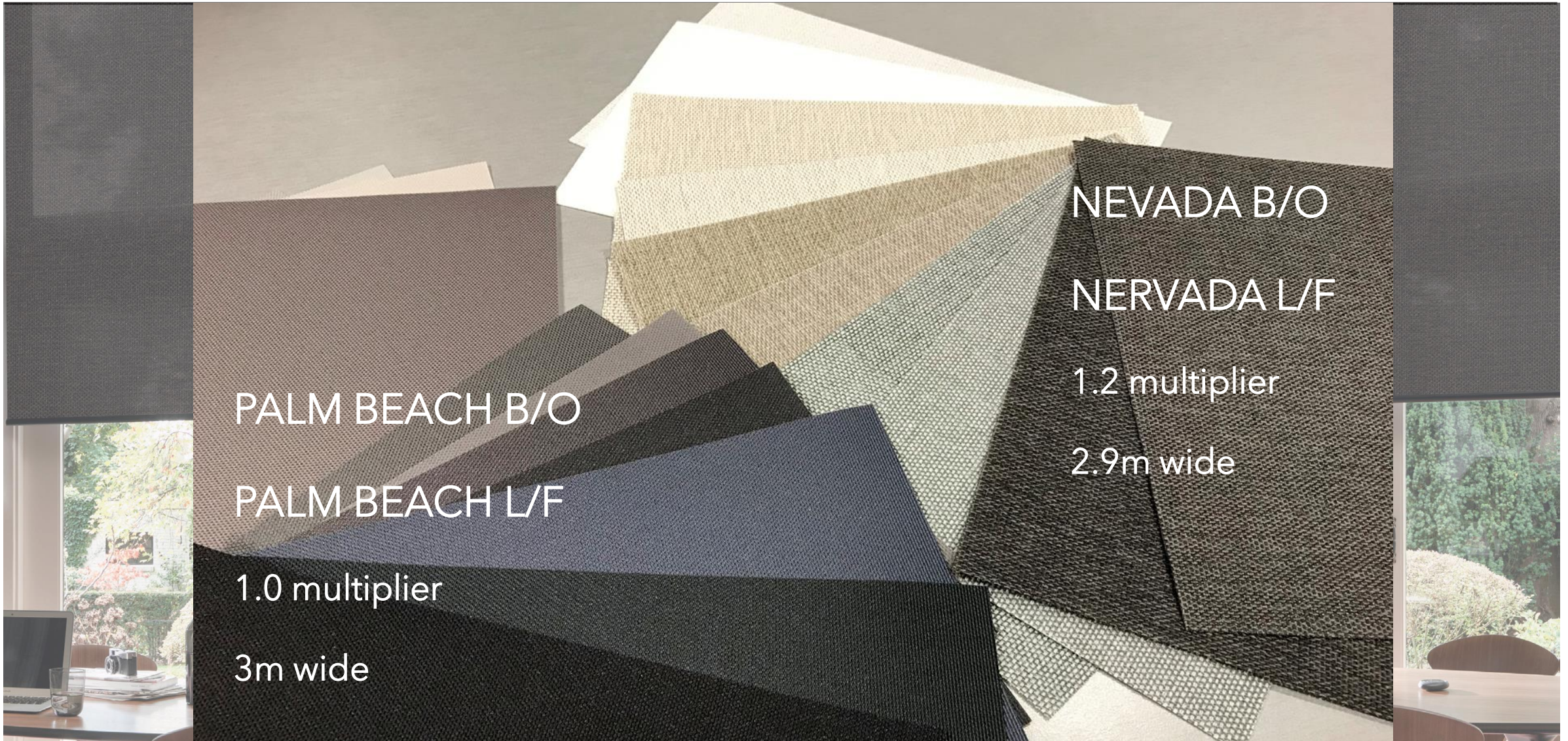
CONTOUR L/F

1.2 multiplier

2.9m wide



# Block-out and Light-filtering ranges



PALM BEACH B/O

PALM BEACH L/F

1.0 multiplier

3m wide

NEVADA B/O

NEVADA L/F

1.2 multiplier

2.9m wide



# Block-out and Light-filtering ranges



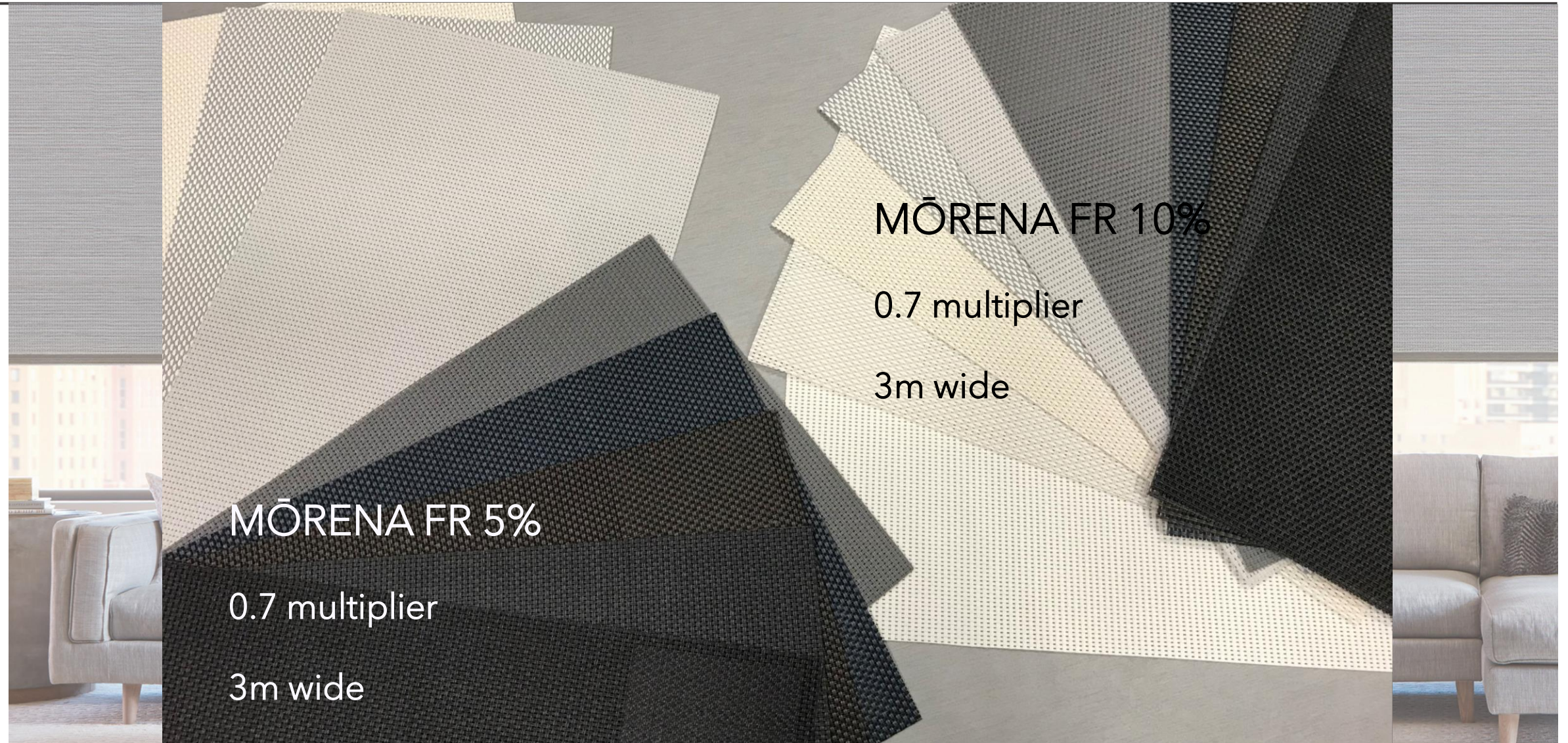
TIFFANY SHEER

1.3 multiplier

3.27m wide



# Sunscreen ranges



MÖRENA FR 5%

0.7 multiplier

3m wide

MÖRENA FR 10%

0.7 multiplier

3m wide



# What you will receive.

- New swatch sets - Swatch folder update guide will be provided to your Account Managers
- Revised pricing pages
- Digital Communication
  - Fabric overview video
  - Fabric overview letter



Weathermaster ROLLER BLIND FABRIC MULTIPLIERS  
MULTIPLY THE ROLLER BLIND PRICE LIST BY THE FACTOR LISTED.

FABRIC	FACTOR	MAX BLIND WIDTH	SMALL HEADBOX OR FASCIA	LARGE HEADBOX OR FASCIA ONLY
BLOCKOUT	1.2	200mm	100mm	200mm
COASTAL	1.2	200mm	100mm	200mm
NOVADA	1.2	200mm	100mm	200mm
KENNES	1.2	200mm	100mm	200mm
WILANDRIA	1.2	200mm	100mm	200mm
SAYANNA	1.2	200mm	100mm	200mm
EXCEL FR	1.2	200mm	100mm	200mm
LUNA	1.2	200mm	100mm	200mm
ATMOSPHERE	1.2	200mm	100mm	200mm
RESINE GRINDY*	1.2	200mm	100mm	200mm
ALBA	1.1	200mm	100mm	200mm
PALM BEACH	1.1	200mm	100mm	200mm
BARRAGUS	1.1	200mm	100mm	200mm
FLAZA	1.1	200mm	100mm	200mm
SATURN	1.1	200mm	100mm	200mm
ZEN	1.1	200mm	100mm	200mm
LIGHT FILTERS				
CONTOUR	0.7	200mm	100mm	200mm
NEVADA	0.8	200mm	100mm	200mm
KENNES	0.8	200mm	100mm	200mm
WILANDRIA	0.8	200mm	100mm	200mm
SAYANNA	0.8	200mm	100mm	200mm
LUNA	0.8	200mm	100mm	200mm
ATMOSPHERE	0.8	200mm	100mm	200mm
ALBA	0.8	200mm	100mm	200mm
PALM BEACH	0.8	200mm	100mm	200mm
SATURN	0.8	200mm	100mm	200mm
SNEER	0.8	200mm	100mm	200mm
TIFFANY	0.8	200mm	100mm	200mm
TEMPUS	0.8	200mm	100mm	200mm

NOTE: REFER TO TUBE SIZE AND CONTROL ALLOCATION CHARTS (PAGE 8) FOR RISE & RUN.  
\*DUE TO FABRIC CONSTRUCTION THIS FABRIC CANNOT BE RAILGRADED.

IMPORTANT!  
Railroading is not recommended due to performance issues. Please refer to RSH1 page.



# Alpha MagnaTrack.





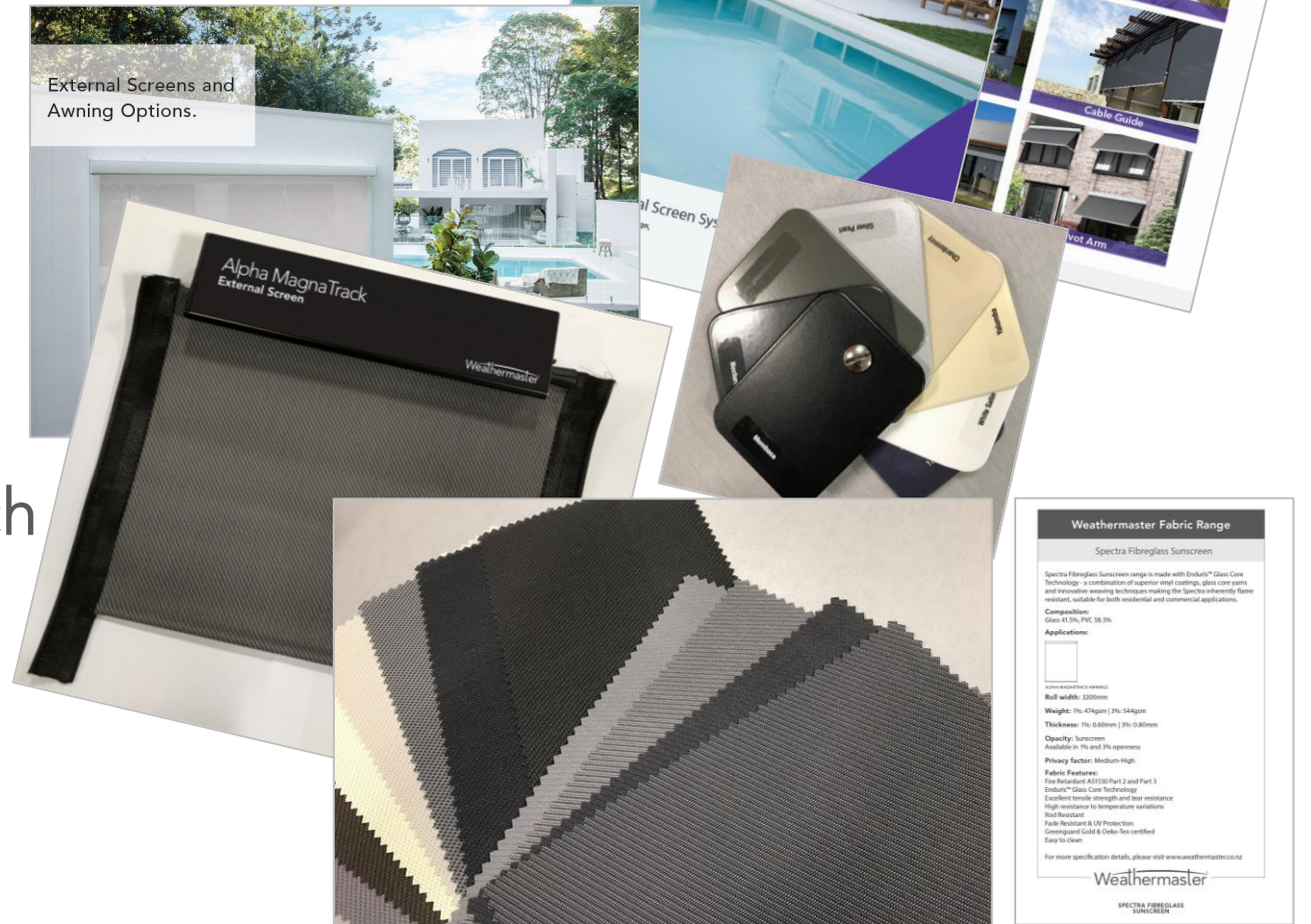
# First in New Zealand.

- Release date: 15<sup>th</sup> June 2021
  - eDM – Alpha MagnaTrack
  - Consumer Video
  - Digital collateral uploaded
  - All printed collateral dispatched from H.O.
  - Open to receive orders



# Collateral & Swatching.

- New Alpha External Screen Brochure
- Pricing pages
- MagnaTrack Hand sample
- Hardware colour chips
- Spectra Fibreglass fabric swatch
- Outdoor swatch folder



# Other Updates.





# Other Updates.

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- New Cellular Blind project – re-prioritised for next year

# Thank you & Happy Selling!





# **Weathermaster Virtual Conference**

Open Forum

Distributors

Weathermaster®