

WHAT IS THE REAL CEDAR BRAND?



Real Cedar is a generic or "umbrella" brand that has carved out a market presence and equity throughout North America.

Overall awareness growth

The brand's job is to increase awareness and demand for the species and WRC products.



How?

By promoting the benefits of Western Red Cedar that research shows are most compelling and persuasive for consumers.

A strategic and convergent approach

The program employs a multi-platform approach that includes social media, online advertising, DIY influencers and architectural outreach and education, among others.

This is growing in importance as competitive products fill the market.

COINCIDENCE?

Here's an interesting fact: Did you know Real Cedar advertising is almost identical to milk advertising?



Create desire for the product

They don't sell a brand; they sell benefits that are meaningful to consumers.



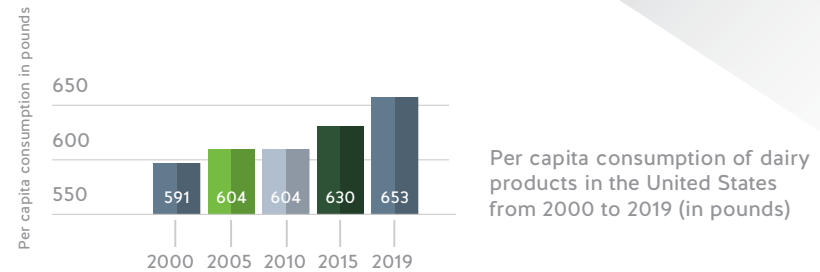
- Health
- Celebrity endorsement
- The frustration of running out

Create desire for the brand

In turn, dairy boards with their own milk brands benefit from the increased awareness and push in consumption.

They work as a team

Dairy co-ops and milk marketing boards pool resources to advertise more effectively and increase milk consumption.



Growth despite shrinking consumers

This strategy has led to an increase in per capita milk consumption, despite the core demographic decreasing and the growth of competitive drinks like sodas and sports drinks.

SOUND FAMILIAR?

Real Cedar employs pretty much the same approach.



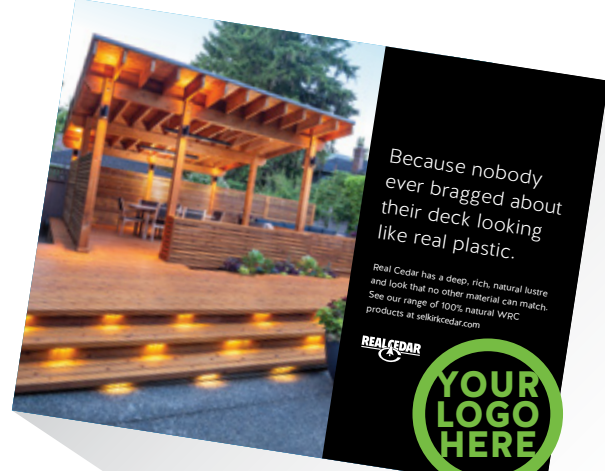
Many hands make light work

It works to build positive equity for WRC and its applications that a smaller brand couldn't do alone.



Here we help sell the product, not the brand

Like milk, we're working to increase overall awareness and consumption, while supporting other brands.



But here we help sell a brand

Other brands can work in conjunction with Real Cedar to leverage our resources and increase their reach.

We can work as a team

By pooling member contributions and government funding we can make a greater impact in the market.



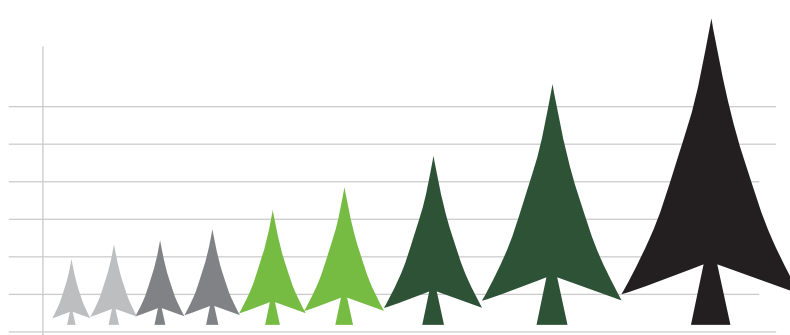
Let's make some noise

The more companies that participate, the greater our voice in the market.



Join the WRCLA

By joining, you'll be doing your part to shape the future of our industry.



Contact the WRCLA and see how your brand will benefit from Real Cedar. 604 891-1262 or www.realcedar.com

