



**THINK. ACT. BELIEVE.**

*Help people think of their deck not just as access to the outside, but an extension of their interior space. In every contact inform the consumer choice and reward their actions. It's not just a deck, it's your deck.*



**CONSUMER PRINT**

**TRADE**

**PRODUCT SAMPLE KIT**



**WEATHERBEST IS ELEVATING DECKS IN A BIG WAY.**



LP WeatherBest came to us as a brand with ambitious goals. For the first time they'd be addressing the consumer. We knew that meant winning over the trade (installers, designers and dealers) too.

We've helped them discover they have more to offer than a building material. And WeatherBest is deepening their relationship with the trade by offering more and more support for a superior premium product.

In every media and with every point-of-contact the experiences and messages are designed to present a new way to think about the deck as a room and the sky as the limit.

Experience the product first hand. A premium product has to have a premium presentation.



**OUTDOOR**

What better place to reach consumers who like to be outdoors? Show the product and make the message clear.



**CO-OP ADS**

The first sale is to the people who sell your product. In a competitive marketplace a brand has to have strong, local partnerships.



**MARKETING KIT**

Advertising can move people but people move product. This guide shows the way from in-home presentation materials, promotional plans, direct mail and more.



**RADIO**

We go where the audience wants to be and tell them why WeatherBest is better than wood.



**PUBLIC RELATIONS**

It's more than press releases. It's introducing WeatherBest to consumers through featured material appearances.

