

Georgia-Pacific Gypsum Case Study

DensDeck® Roof Boards

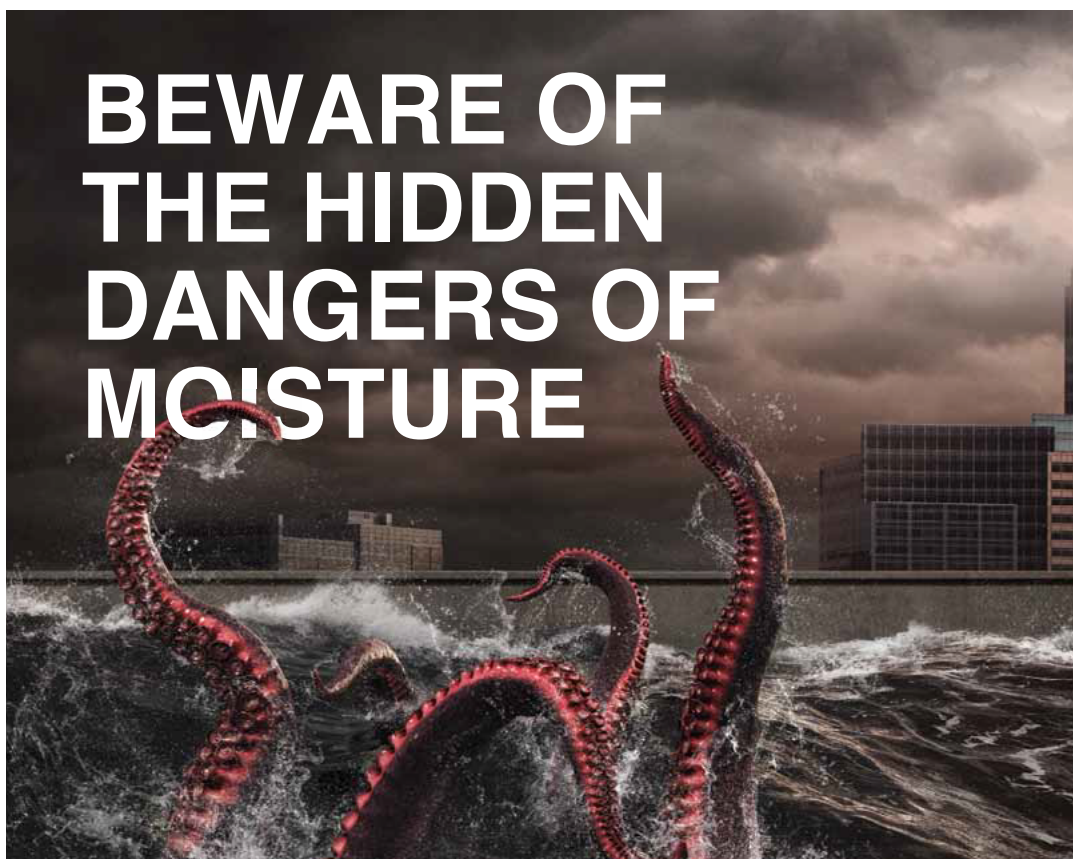


Situation

Since Georgia-Pacific (GP) introduced its DensDeck® Prime Roof Board in 2000, the product has consistently gained market share to become the most trusted and durable roofing cover board in the industry. Its superior strength combined with exceptional fire- and moisture-resistance significantly increases a roofing system's lifespan – no small achievement.

Challenge

Not wanting to rest on its laurels, GP challenged K&A to boost educational awareness of DensDeck's long-term performance advantages over gypsum fiber boards. The assignment: to prove to architects, roofing consultants and contractors that DensDeck was the “no brainer” choice for premium roof boards.



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Approach

K&A developed an overarching theme, “Real World Performance,” which focused on DensDeck Prime’s superior performance as it confronted a roof’s primary nemesis across its lifespan – moisture. Conceptually, the campaign incorporated bold, disruptive design elements that reinforced the messaging in a dramatic and unexpected fashion.

The campaign’s headline, “Beware of Moisture’s Hidden Dangers,” cited supporting claims that went well beyond standard

laboratory trials. The messaging was backed by onsite testing that emphasized statistics on absorption rates, soak testing and flex strength after recovery – all crucial elements in roof longevity.

This research data was also prominently displayed in bold, three-dimensional graphics that adorned GP’s booth at the International Roofing Expo in Las Vegas. In addition, K&A developed an integrated media plan that included print advertising, tradeshow marketing, and a direct mail campaign.





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Results

Within just a few months after launch, the campaign had significantly boosted educational awareness among industry target audiences. According to Professional Roofing magazine, the official publication of the National Roofing Contractors Association, K&A's DensDeck ads garnered the highest readership response rating of any ad in their publication.

