Kleber & Associates
Viance Case Study

Situation

Ecolife Stabilized Weather-Resistant Wood is an environmentally-advanced wood protection system featuring a fully integrated wood preservative with built-in stabilizer for maximum weathering protection and enhanced performance. An innovative non-metallic preservative fights the effects of the sun and weather extremes – repelling water, minimizing cracking and keeping boards straighter. In addition, Ecolife is less corrosive to building code-approved fasteners and can be used in direct contact with aluminum, even in continuously wet applications.

Full Page Print

Website

Challenge

Viance wanted to increase market share nationwide for its Ecolife weather-resistant wood product by converting deck contractors' preference away from untreated wood – which is maintenance intensive – to the more durable Ecolife product. It was important to create a "hook" between the product and the lifestyles and affinities of deck builders – and homeowners.

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Brochure

Approach

K&A developed and executed an interactive contest via a multi-channel media campaign that evolved from our understanding of the behavior, trends and preferences of this important demographic.

Research showed a relationship between deck builders and deck owners and a love of fishing and boating activities in their free time. Hence, the fishing theme was born. In addition, most homeowners are inclined to show off their new deck to friends and neighbors. We offered both deck builders and homeowners the opportunity to win a new boat or cash by sharing photos of their new deck across various social media channels.

Results

The Viance Ecolife campaign earned the Platinum Brand Builder Award for Best Integrated Marketing Campaign for Residential Remodeling by building products publisher Hanley Wood. The award was based not only upon the unique creative approach, but also the significant metrics and analytics the digital campaign generated.

Print

Banners