WELCOME TO THE FSC® MARKETING TOOLKIT & GLOBAL BRAND POSITIONING.
WHY THE NEW BRAND POSITIONING?
With that support, we’ve been able to have an impact on the ground for the past 20 years.

Now we’re ready to make an even bigger impact by reaching more people. That means increasing mainstream consumer awareness and demand for FSC certified products. To do that, we need to build a brand they’ll know and love.
WE NEED TO GO FROM BEING A CERTIFICATION MARK TO A BRAND THAT’S WELL KNOWN UNDERSTOOD AND LOVED.
SO WE CAN...

Increase awareness and demand for FSC certified products.

Certify more hectares of forest.

Continue taking care of the air, water, animals and people in our forests today.
WE STARTED BY LISTENING...

WE SURVEYED A BROAD RANGE OF CONSUMERS to understand their attitudes toward environmental issues, how those affect their purchasing habits and what they think about the Forest Stewardship Council.

Over 9000 Consumers surveyed across 11 different countries.

50% Percent of consumers who believe a certification mark on a product creates the highest degree of trust.

4/5 Proportion of consumers who agree that companies should be responsible for fixing the problem.

Source: GfK/FSC Global brand positioning research 2013

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It was clear we needed to go mainstream.

Given our certification mark appears on so many everyday products, it became clear we could do more to connect with consumers.

Telling our story in a way that resonates with them, and in conjunction with trusted brands, will make it easier for shoppers to be confident that our certificate holders are taking care of the environment.
TO REACH MORE MAINSTREAM CONSUMERS, WE NEED TO:

Stand out and be memorable
Make it in their interest to choose FSC
Inspire others to share our story
Create an emotional connection
SO, HOW DO WE BECOME A WELL-KNOWN, LOVED BRAND?
With one simple creative idea…

FORESTS FOR ALL FOREVER
We clearly get across our own reason for existing – to take care of forests.
This makes it inclusive and rewarding. It’s about forest communities, animals and habitats. And about the role of forest in our own lives.
We aspire to create sustainable and enduring forests. This word simultaneously speaks of the future while grounding us in the present.
Because forests are about more than trees. They’re about people, communities, animals and habitats that thrive in our forests.

FORESTS FOR ALL FOREVER
That’s why people and animals are the perfect messengers for our story. They show the benefit of choosing FSC in a way that connects emotionally with mainstream consumers. So we’ve created a brand mark that brings animals and people into our tree logo.
We’ve taken this idea further, into a set of campaign materials for communicating about FSC across a wide range of channels including social media, print, pack and point of sale.

We were inspired by the realisation that we’re constantly surrounded by wood and paper products - they’re such a big part of our lives that we take them for granted. So we’ve used people and animals in our communication assets to help consumers see and celebrate all the forest products they love and have in their everyday lives.

MARKETINGTOOLKIT.FSC.ORG
(for FSC License Holders and Network Partners)
A PEAK INSIDE THE TOOLKIT...

Institutional print ad

WHILE YOU TAKE CARE OF YOUR SHOPPING, WE’LL HELP YOU TAKE CARE OF OUR FORESTS.

Our forests give us many things, including the packaging for our favourite products. FSC® helps keep our forests and the people and wildlife who call them home. Why not keep your life full of forest products while keeping our forests full of life.

Choose FSC.

Timber print ad

BECAUSE THIS IS FSC® CERTIFIED TIMBER, IT’S NOT JUST THE DECKING HE’S TAKING CARE OF.

Our forests give us many things, including decking for our gardens. FSC® helps look after forests and the people and wildlife who call them home. Why not choose your. We full of forest products while keeping our forests full of life.

Choose FSC.

Print and publishing print ad

GREAT BOOKS CAN CHANGE THE WORLD. BOOKS PRINTED ON FSC® CERTIFIED PAPER DO.

Our forests give us many things, including books to inspire us. FSC® helps keep our forests and the people and wildlife who call them home. Why not keep your life full of forest products while keeping our forests full of life.

Choose FSC.
Tissue box packaging on-product promotion (co-branded)

Packaging

Product hangtag

Timber on-product promotion
Promotional paper bags

Promotional paper coffee cups

Promotional book mark

WHO DOESN'T LOVE A GREAT STORY?
THIS BOOKMARK IS PRINTED ON PAPER THAT HELPS YOU TAKE CARE OF OUR FORESTS.
SO THERE'LL ALWAYS BE GREAT STORIES FOR EVERYONE TO TELL.
CHOOSE FSC®

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ADAPTABLE TO YOUR NEEDS...

Languages:

<table>
<thead>
<tr>
<th>Language</th>
<th>Brandmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
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</tr>
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</tr>
<tr>
<td>French</td>
<td><img src="image5" alt="French Brandmark" /></td>
</tr>
</tbody>
</table>
Imagery: Photographic & silhouettes
HOW CAN YOU BE ENGAGED?
BY...

Using the assets as they are in a Campaign Roll Out across multiple media channels

Creating a bespoke campaign with the support of your local FSC Network Partner
WHAT VALUE WILL IT DELIVER TO YOU?

- Enhance your social responsibility credentials, giving you the advantage of knowing how to communicate sustainability effectively;

- Help improve sales of sustainable FSC-certified products;

- Provide you with:
  - free easy to use campaign materials;
  - access to messaging with impact;
  - access to success stories and case studies, providing a learning platform for innovation and increased success;

- access to key research insights to drive the much needed change in the world.