

## Guy Barnett MP

Minister for Trade  
Minister for Primary Industries and Water  
Minister for Energy and Emissions Reduction  
Minister for Resources  
Minister for Veterans' Affairs  
Liberal Member for Lyons



### Tasmanian Government **Media Release**

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Guy Barnett, Minister for Resources

## National recognition for forestry and timber campaigns

Congratulations to Tasmania's forestry and timber industry who teamed up with a local marketing company to win seven awards for excellence at the Australian Marketing Institute's (AMI) national awards.

Tasmanian marketing company The Claire Bennett Agency was responsible for all Tasmanian national and state award winners which related to the Original Tasmanian Timber campaign, commissioned by the Tasmanian Timber Promotion Board, and the Tree Alliance campaign commissioned by Private Forests Tasmania.

Tasmanian timber is renowned around the world for its quality and the awards were judged against excellence, effectiveness and genuine marketing impact, and the Tasmanian entries faced significant interstate competition.

"Well done on the successful delivery of an ambitious campaign which thoroughly integrated an extensive range of marketing communications channels, leveraging flair, creativity and a laser focus on strategy," said the AMI Judges.

"Congratulations Tasmanian Timber on an inspiring body of work!"

The Original Tasmanian Timber campaign has resulted in Tasmanian Oak going from being perceived as a commodity product four years ago to leading its category nationally. It now has the highest brand awareness and highest usage of any timber in the country for timber specifiers.

The Original Tasmanian Timber campaign also secured a State Award for Acquisition Marketing and an additional two State Awards went to Private Forest Tasmania for its Tree Alliance campaign.

The AMI is the peak body for marketing in Australia so these achievements by The Claire Bennett Agency in conjunction with the Tasmanian Timber Promotion Board and Tree Alliance are a significant achievement that should be recognised.

Both campaigns received funding from the Tasmanian Government which is the strongest supporter of our timber and forestry sector.

For more information about the awards go to [national marketing awards](#) and the [Original Tasmanian Timber](#) can be viewed here and the [Tree Alliance](#) here.