

A QUARTERLY NEWSLETTER FROM THE HOUSE OF CENTURY PROWUD

Dear Friends,
The pandemic situation posed a huge challenge to the world and the wood panel and decorative surface industry. But we, at Century Prowud, kept striving for better. We looked at our business solutions with a progressive lens and set the bar higher on business standards. Our commitment to growth is reflected in our performance, resulting in newer and better marketing initiatives. As an organisation, we are structured to enable development. Let's have a look at some of our initiatives in the last quarters.



View of MDF Plant, Hoshiarpur, Punjab

THE HIGHLIGHTS

Re-branding the Premium Plus logo was a part of our deliberate strategy, which communicates the product attributes and realigns our value proposition of **High Density High Moisture Resistant Premium Boards**. We observed how changing our logo and adding a tactical tagline to Premium Plus could define the product with much clarity and position the brand in customers' minds. The new evolved logo will impact brand recognition and reputation in the long run.

OLD

PREMIUM PLUS
The one solution for your Furniture & Interiors

NEW



PREMIUM PLUS
High Density High Moisture Resistant Premium Boards

THE SOCIAL MEDIA BUZZ



#KitchenOfTheFuture Contest

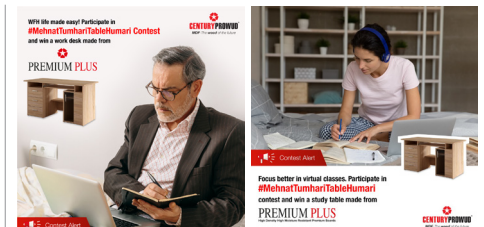
What does 'The wood of the future' translate into? The kitchen of the future! To raise awareness of MDF that can withstand high moisture, heat, and is termite & borer resistant- all of which are best suited for the kitchen space, we launched a very exciting social media contest. The contest invited users to share their current kitchen pictures with a comment about why they deserve a kitchen makeover. We received overwhelming responses garnering remarkable reach and impressions, resulting in customers realizing that MDF can be used in the kitchen as well.

Contest ran on Facebook & Instagram

Over 19.6 MN Campaign Reach

Over 29.9 MN Impressions

Participation Entries – 4,700



#MehnatTumhariTableHumari Contest

The year posed a different challenge to the office goers and students. Being deprived of the comforts of organized work desks, cabins, and classroom settings, they found it difficult to carry on work from home. 'When you're working in the same space you live in; it can be easy to get disorganized.' Leveraging the same insight, we launched another contextual contest on social media- #MehnatTumhariTableHumari, inviting users to tell us why they deserve a Premium Plus table from Century Prowud. And the results were beyond expectations- we received entries from across the country, driving high engagement for the brand.

Contest ran on Facebook & Instagram

Over 12 MN Campaign Impressions

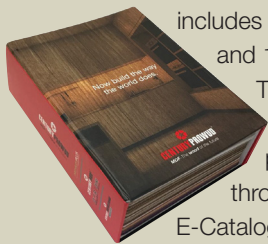
Participation Entries – 3,900

GIVING OUR CUSTOMERS MORE

Looking at the market dynamics, we observed that portfolio expansion in terms of thickness, colour, texture etc. could help get a firmer hold of our current market and open our brand to a newer audience. We introduced 8 new shades in the pre-laminated MDF category, which now comprises a total of **77 shades** available to choose from.

Our pre-laminated MDF portfolio now includes 7 Woodgrains and 1 Solid shade.

These new shades were promoted through E-Catalogues that could be downloaded from the website by simply scanning a QR code, driving consideration for the brand.



Scan this QR code to download the e-catalogue



PUBLISHING BRAND STORIES THROUGH PR

Everyone is digitally connected in today's world, and PR helps us create a robust online presence that is highly visible to our target audience. We wanted to enhance our reputation through effective PR practices so that new potential customers find their way right to our door. We published impactful brand ads in **Ply Insight**, a monthly bilingual magazine related to plywood, laminate, MDF, flooring, adhesive, construction, and allied industries; published ads in **Architectural Digest**, the international design authority, featuring the work of top architects and designers. We also published a series of sponsored articles in **Ply Reporter**, a monthly bilingual magazine related to plywood, laminate, MDF, flooring, adhesive, construction, and allied industries.



Dealer Board Branding

Shops mostly occupy good frontage where customers come to buy the products. The customers and the frequent walkers notice the name boards and interior of shops. To increase brand visibility at the Point of Sale and create a higher viewership and brand recall, we installed over 500 dealer board & in-shop brandings at prominent North, East & South India locations, along with in-shop branding that helped increase visibility at prime locations.



Building on our Relationship with our Dealers

Branded Merchandise

We invested in building the power of trust in Century Prowud & Dealer relationship. We believe dealers possessing branded material can engage with the company and its customers more. To increase brand visibility at ground level & motivate our dealer network, we distributed over 20000 Premium Plus branded T-shirts among the support staff and over 40000 Estimate Pads at Retail Shops & OEMs. With retailers walking around in a branded t-shirt, the customers were exposed more to branding and identified the company's brand proposition.



STRENGTHENING OUR BOND WITH OUR EMPLOYEES



Corporate Merchandise

Corporate merchandise is an excellent tool for raising morale among the employees. To inspire our employees, build unity and emotional bond with them, we distributed uniforms & laptop bags to our employees across cities. These humble presents played an essential role in promoting the company's image and inspired our staff at work.