

Program: MDP 09/10

Project: WoodWorks: Grow the Non-residential Market for Wood in the United States

Recipient: Wood Products Council

EXECUTIVE SUMMARY

The objective of the WoodWorks U.S. program is to convince engineers, architects, general contractors, developers and others to consider and use wood in non-residential building types, including stores, offices, hotels, schools, industrial, religious, recreational, public, health and multi-family residential structures.

The program is built around the expertise of in-market field specialists who provide technical transfer and training to the target audience, along with the roll-out of a comprehensive marketing campaign that covers advertising, tradeshow participation, direct mail and the pursuit of other promotional opportunities.

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