



**LOCKWOOD**

Designed for good



# Lockwood Regional Promotions Guide

Version 3 | 2024





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# Introduction

As a Lockwood Contractor, you're representing a brand that embodies superb design, skilled craftsmanship, reliability, warmth, care, and more.

Local marketing is crucial for raising awareness of your Lockwood business in your area. When done right, it complements broader corporate marketing efforts with similar messaging, but is tailored to reach your local audience.

Unlike national campaigns, local marketing allows for a personalised approach, engaging communities and addressing real local needs with relevant offerings. This document provides practical guidelines for regional marketing, offering you a toolkit to make this activity rewarding and less intimidating.

Our National marketing team is ready to assist you with anything you need. We will research and design local marketing plans, provide copywriting, design, and content creation. Please reach out to discuss your needs.







## The Ultimate Marketing Tool

Show homes are your ultimate marketing powerhouse! Creating a stunning show home isn't just about showcasing a Lockwood home; it's about securing sales and providing potential clients with a firsthand experience they won't forget.

Lockwood have a range of initiatives and policies that make opening a new show home easier. Show home components are heavily discounted, and once the show home is open, 7% trade discount is applied on future orders to assist with running costs. Our support goes beyond discounts. National Marketing is here to assist you in designing captivating show home collateral, eye-catching signage, stylish uniforms, and strategic advertising bookings.

## Show Home Collateral



### Acacia Show Home

148m<sup>2</sup>

3 Bedrooms 2 Bathrooms 1 Living area

The Acacia, aptly named for its proximity to picturesque Acacia Bay, Taupo, is a contemporary show home featuring two distinct halves and a high end interior fit out.

The kitchen with separate scullery, open plan living and master ensuite are found on one side of the home. Each space showcasing either painted timber or tiled feature walls, finished with barn doors and extra height joinery with dressers.

The other half of the home, comprising the entrance, main bathroom, laundry and two bedrooms, has a Scandinavian blonded timber finish and beautiful parquet flooring, which transitions from one half to the other creating a seamless connection.

High raking blonded ceilings, with contrasting structural laminated beams complement the painted feature walls and parquet flooring. The ensuite with rock pool garden and black stone bath create a private oasis off the master bedroom.

This absolutely stunning home is an entertainer's dream with large kitchen and outdoor living space. The Acacia showcases all options for the fit out of your new Lockwood, with timber, colour and style being herded throughout. It is a must see for anyone planning to build.

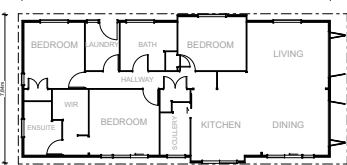
Talk to de Roo Construction about building with Lockwood today! Phone 07 378 9475 or Karen on 027 452 4916 Email sales@derooconstruction.co.nz lockwood.co.nz



### Motiti Show Home

120m<sup>2</sup>

3 Bedrooms 1 Living area 2 Bathrooms Scullery WR Separate Laundry



Motiti show home 40 Ball Road, Papamoa  
Open 10am-3pm Thurs-Fri, 12 noon-3pm Weekends, other times by appointment  
Talk to Seaside Homes about building with Lockwood today!  
Phone 07 572 1865 | Email soren@seaside.nz | lockwood.co.nz



### Karehana Show Home Specification

Exterior	
Aluminium Walls	Powdercoated Aluminium in 'Champagne Kinetic'
Laminated VG Pine Walls	Resene Woodsman stain in 'Treehouse'
Joinery	Metro 'Coal Dust Kinetic Matt'
Front Door	NuLock Style SPT11, Metro 'Coal Dust Kinetic Matt'
Roof	Resene Irontan
Fascia/Barge Boards	Resene 1/2 Irontan
Decking	MOSO Bamboo X-treme supplied by Plantation Bamboo
Soffits	Dyrex uPVC in White
Scouting	Marley Stratus in Copper
Interior	
Interior Doors	Avon 'V' Groove painted in Resene 'Sea Fog'
Interior Door Handles	Schlage - Kano
Interior Walls/Ceiling	Lockwood Pine Clean, Blondd
Kitchen & Scullery	Supplied by Kitchens with Zest
Cabinets & Toe Kicks	Melteca Prime Panels in 'Sea Fog'
Benchtop	Affordable Granite, Compag/Genesis 20mm Quartz in 'Ice Black' with a Polished Finish
Handles	Archant Berkeley Handles in 'Antique Brass'
Tiled splashback	Mosaic FX Finger Tiles in 'Nature' from TileMix
Kitchen & Scullery Tapware	Waterware 'Muse Extractable' in Gunmetal finish
Laundry	Supplied by Kitchens with Zest
Cabinets & Toe Kicks	Melteca in 'ShowOff Natural'
Benchtop	Affordable Granite, Overlaid Composite 20mm in 'Sofia Grey'
Handles	Archant Sarnen Handles in 'Brushed Nickel'
Tiled splashback	Harmony Mini Glossy Tiles from Tile Warehouse
Tapware	Waterware 'Muse Extractable' in Brushed Stainless finish
Appliances	
Supplied by Kitchen Things	
Oven	Smeig SFP46300TVX
Combi Microwave Wall Oven	Smeig 45cm SFA4301MCX
Cooktop	Smeig 70cm Induction SHM7743B
Powerpack Rangehood	Smeig 60cm RUM610X
Dishwasher	Smeig DWJ6531K02
Fridge	Samsung 498L Silver SRF5700SD
Washing Machine	Asko W2084CW
Dryer	Asko T208HW

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# Summary of Promotional Activities

Your local marketing and promotional activities should focus on your business and building the Lockwood Brand in your area. Local Marketing shouldn't be seen as a substitute for strong national advertising. Instead, it should focus on your business and be tailored to suit what works in your region.

There are a number of ways this can be done, from free business listings to multi-channel integrated campaigns. Below are some different local marketing opportunities which we will cover in more detail throughout this document.

## Online Business Listings

There are many websites offering free or paid business listings such as Yellow Pages, Localist, Yelp, Google My Business etc. Keeping these current and relevant can be a cheap and easy way to market to your area.

## Signs, Vehicles, Uniforms

All three are a great way to build local awareness of your business.

## Local Press Ads

Local or community papers are still well read in many regions. There is also evidence that information people see in print is better absorbed and more trusted than online marketing.

## Local Radio

Radio is immediate and valuable in helping to drive promotions and increase show home traffic. It helps create a sense of urgency to your advertising.

## Social Media

Paid advertising on social media channels can be a cost effective and highly targeted way to reach potential clients.

## Online Display Adverts

Display advertising is the overall term used for visual ads displayed across the internet. Digital display adverts can be highly targeted, very cost effective and the results can be easily measured.

## Electronic Direct Mail

National Marketing can assist with bulk emails to potential clients. There is no cost to run an EDM.

## Direct Mail

A flyer or offer sent via mail can be a good way to reach a targeted audience especially if it's personalised for each potential client.

## Events / Expos

Attending local home shows, joining your local Chamber of Commerce and hosting informative seminars are all ways to boost your profile.

## Sponsorship

Sponsoring local sports teams or charity events offers a chance for brand exposure.

## Billboards

Billboards can be used for branding or promoting a special event or offer. They reach a large number of people depending on placement.

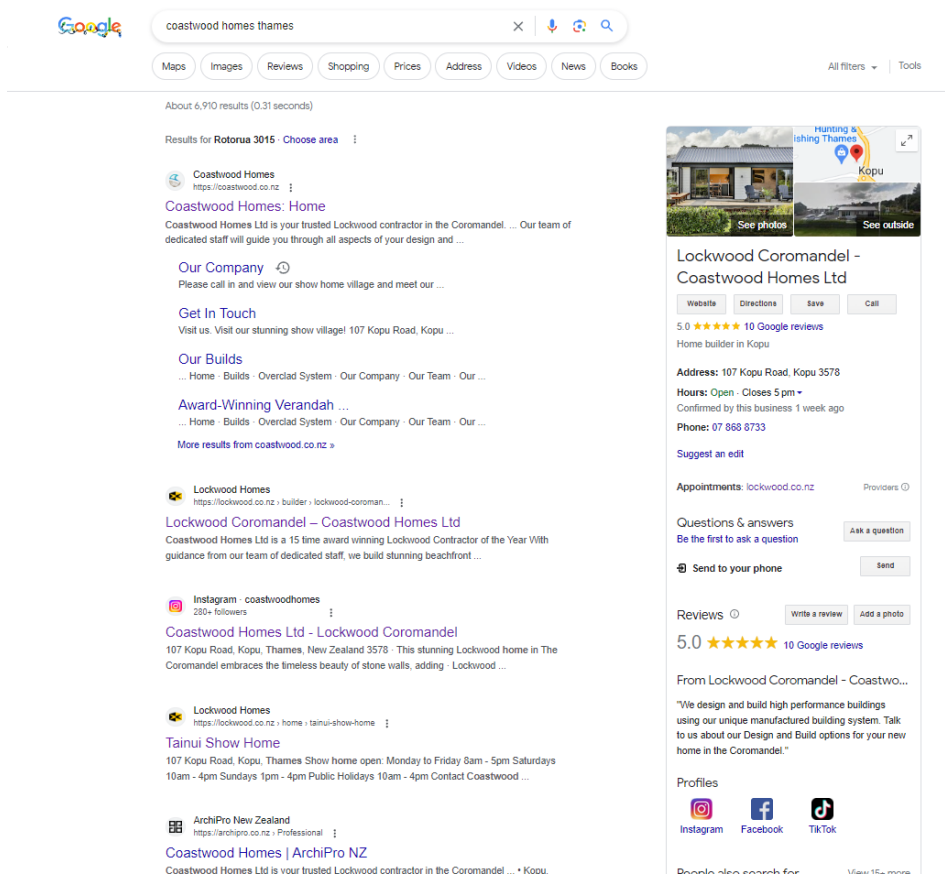
## Integrated Campaigns

Use a mixture of media channels to promote one message such as a show home opening or special offer.

# Online Business Listings

There are many websites offering free or paid business listings including Yellow Pages, Localist, Yelp, Google My Business, Finda etc. It's important to keep this info as up to date as possible. The easiest way to do so is to type your business name into Google and see what comes up. Each website will have an option to either claim the business as your own or correct the information.

Google my business listings come up on the right hand side of a google and include opening hours, a map and photos. Because of this, it's very important the information is correct. National Marketing will manage this for you, just make sure to let us know of any information changes.



Google my business listing



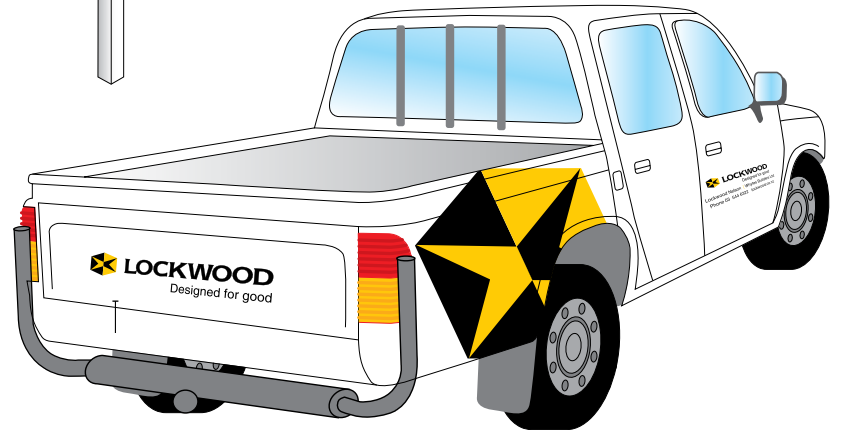
# Local Radio

Radio's variety of formats allows you to pinpoint your advertising on the station or stations that best match your target audience. It works best if it run frequently and have one clear message. There is a standard corporate sung outro and music bed that is to be used with every advert but the message content can be of your choice.

All local radio copy needs to be run past National Marketing before it is voiced over professionally.

# Signs, Vehicles, Uniforms

Build a consistent and professional image for your business and the Lockwood Brand in your area with signage, signwritten vehicles and tidy uniforms. Refer to the Brand Standards document or talk to National Marketing for options.





# Local Press Ads

Local or community papers are still well read in many regions. It is recommended to run a series of adverts rather than a one off in a feature or supplement, even if this means you run smaller adverts on a regular basis. National Marketing have some template adverts available or talk to them about creating adverts specific to your area. Design and copywriting services are available.



Low maintenance and solid, Lockwood Homes are the perfect option if you're looking for workers accommodation for your farm. Talk to us today about building a strong, safe, and secure Lockwood home today.



Phone 07 378 9475 or Karen on 0274 524 916  
View Show Home at 99 Woodward St, Taupo



Since 1951 Lockwood has been working with New Zealanders to help them build the homes they deserve.

Our unique New Zealand made interlocking construction system provides structural integrity with proven earthquake resistance. But the Lockwood Building System can create more than just beautiful reliable structures. It's also a starting point where your dream home can come to life.

Expertly crafted and built by your dedicated local team at Lightning Homes, a Lockwood home is warm, dry and designed with quality living in mind.

Our homes are built using sustainably sourced, locally milled timber, limiting emissions. As a renewable resource, wood is the only major building material that helps tackle climate change challenges. That's what makes every Lockwood a high performance, eco-smart home.

Precision engineered, NZ owned and with stunning modern designs and finishes, Lockwood has to be your first choice when you are planning to build.

Talk to us about building your dream home today!



Lockwood Queenstown and Southern Lakes  
03 428 3253 | Freephone 0508 562 596 | lockwood.co.nz



## Show Home Now Open in Papamoa!

Featuring open plan living, indoor-outdoor flow, generous kitchen, scullery, and a master suite with ensuite and walk-in-robe, the Lockwood Motiti design has everything you need for comfortable family living.

Call in and talk to our knowledgeable team about building your dream home today.

Motiti Show Home - 40 Bell Road, Papamoa  
Open Thurs and Fri 10am to 4pm  
Weekends 12 noon - 3pm

Or contact us to make an appointment to view  
Phone 07 572 1865 | Soren on 021 208 4842

SEASIDE HOMES LTD  
Est. 2013



Designed and built in Aotearoa New Zealand for over seventy years, Lockwood homes are expertly crafted using our unique building system.

Designed with high performance in mind, engineered to stand strong in earthquakes and cyclones, and using locally-grown timber for sustainable construction, Lockwood homes are easy on the planet and built for a changing climate.

Lockwood homes - Designed for good.

Contact our Lockwood South Island Regional Office to find out more!  
0508 562 596 | 03 344 0299 | lockwood.co.nz





# Billboards

Billboards are a great way to reach people where they live, commute, work and socialise. Unlike other mass advertising media such as TV or radio, billboards can't be switched off. However, booking a billboard in a good, high traffic area can be very expensive. You could consider using a moveable billboard on a trailer parked in high-traffic areas and moved when required.

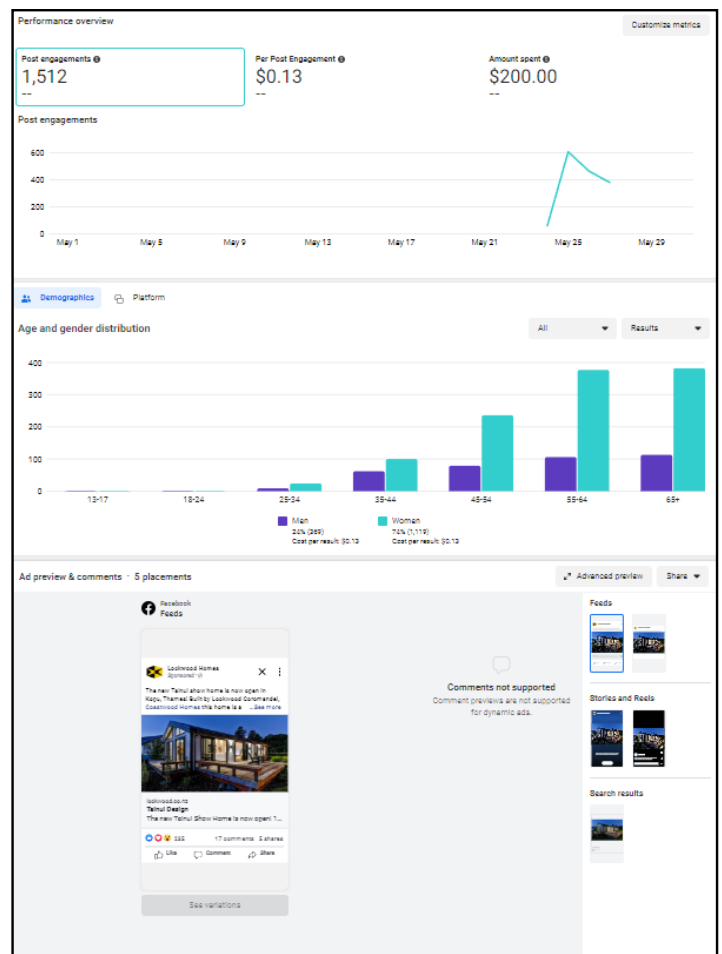


# Social Media

Paid advertising on social media channels can be a cost effective and highly targeted way to reach potential clients. We are constantly building our Facebook audience and for as little as \$30, we can reach up to 7000 people. The audience can be targeted by age, location and interests. If you have your own Facebook, Pinterest or Instagram accounts, it's important to keep them updated regularly. It is important to remember to check with clients for authorisation is any post contains info or pictures on their build.



Example of an 'engagement' Facebook promotion.



# Online Display Ads

Display advertising, or display marketing, is the overall term used for visual ads displayed across the internet. These types of adverts generally take the form of images, videos and even GIFs. The targeting options with display are almost endless so you are able to carefully control who does and does not see your advertising. Depending on what platform your adverts will be running on, targeting could include location, age, gender and interests. There may be the possibility of re-marketing too which would target people who have previously visited our website or a competitor website. Digital display adverts can be very cost effective and results are easily measured.






## Electronic Direct Mail

Especially good for event invites such as show home openings. You might also use EDM's for specific regional promotions and giveaways. National Marketing can assist with bulk emails to potential clients at no cost. Leads to target can be drawn from our database. People receive many promotional emails these days, they may ignore or unsubscribe unless the message is timely and relevant.

The Tainui Show Home is now open! [View this email in your browser](#)



Dear <<First Name>>

Our new Tainui show home is now open at our show village site and we wanted you to be the first to know!


This fresh new show home is a restyle of our popular Tainui plan, boasting cleverly designed spaces in a compact footprint. The Tainui has a striking modern, black and white exterior. Inside, Lockwood high-raising timber ceilings are combined with contemporary, open-plan living to create a spacious and inviting home with plenty of space in the right place.

The Tainui is the perfect option for quality family living or holidaying at the beach.

Come and check it out for yourself!

107 Kopu Road, Kopu, Thames

Show home open:  
Monday to Friday 8am – 5pm  
Saturday 10am – 4pm  
Sunday 1pm – 4pm  
Public Holidays 10am – 4pm



## Direct Mail

A flyer or offer sent via mail can be a good way to reach a targeted audience especially if it's personally addressed to each potential client. You want to try and avoid bulk junk mail deliveries. The cost of running a direct mail campaign to a large group can be quite high so it's best to target a group or specific area. Make sure to have a clear message and call to action so it's easy to measure results.



*You're Invited!*

Our Vacationer Show Home is now open at our Christchurch Show Village.  
We would love for you to join us at the Grand Opening as our VIP guests.

When: Wednesday 3rd August from 4.30pm  
Where: 431 Main South Road, Hornby, Christchurch

Join us for an evening of drinks and nibbles and experience the design and craftsmanship of our new Lockwood show home and learn about our latest South Island offering – ReadyBuilt transportable homes

RSVP by Monday 18th July via email to Karen [karengillam@lockwood.co.nz](mailto:karengillam@lockwood.co.nz) or phone 03 344 0299

We can't wait to see you there!

*ReadyBuilt* by LOCKWOOD  LOCKWOOD  
Designed for good

## Events / Expos

Local home and agricultural shows can be a great way of building your brand presence and connecting with new customers. Visitors will often be looking for new ideas and shows and events are a good way to share our brochures and inspirational books. Local marketing can provide posters, collateral, banners and flags and may be able to assist with staffing if required.



Lockwood at the South Island Agricultural Field Days

## Sponsorship

Sponsoring local sports teams or charity events offers a chance for brand exposure and it is a way to reach the community.

Sponsored events create good material to use for social media posts and demonstrate how you are “doing good” and engaged in your local community.





# Integrated Campaigns

The most effective way to advertise is to promote one clear message across a number of media channels. This is especially effective for Show Home openings or to introduce your business to an area. The advertising should have the same look and feel across the different channels. There would be a significant investment to run an integrated campaign though you may be able to get discounted advertising through media companies that have multiple channels including online digital and billboard. Talk to National Marketing if you are looking to create a campaign like this for your area. Funds are available for local marketing assistance. Please see the local marketing assistance guide for details.

An example of an integrated campaign:

- Pre opening invite EDM
- Pre opening invite Direct Mail
- Now open press adverts
- Show Home Collateral
- Radio



*“Start your journey to a breathtaking new home today! Call into our new Lockwood show home at 3 Wolter Cres, Cromwell, and elevate your living with Lockwood Queenstown Lakes. Lockwood dot co dot nz.”*



Email: [info@lockwood.co.nz](mailto:info@lockwood.co.nz)

Phone: 0508 562 596

[lockwood.co.nz](http://lockwood.co.nz)