


# Case Colorbond/BlueScope Steel

COLORBOND® Advertising Feature

new  
HORIZONS



CHANGE YOUR GARDEN FENCE  
AND CREATE A WHOLE NEW PERSPECTIVE

**Colorbond**  
BLUESCOPE  
STEEL

# Kampanjan tavoitteet



modern beauty

**THE COLORBOND® STEEL DIFFERENCE**

- \* available in 14 designer colours to reflect your garden and lifestyle
- \* offers privacy and protection for your home and family
- \* new improved Super Polyester pre-painted coating keeps your fence looking newer for longer
- \* proven performance against harsh weather, fire and termites
- \* fast to install and low maintenance
- \* backed by a 10-year warranty\* from BlueScope Steel

\* Warranty subject to terms and conditions.

Contemporary design and proven durability makes fencing made from COLORBOND® Steel an ideal choice for your home

If you're looking for a modern, versatile and practical fencing solution to suit your home, you'll be impressed by the stylish looks and durability of fencing made from COLORBOND® steel.

Available in 14 designer colours, fencing made from COLORBOND® steel has something for every taste, from the subtle to the sublime, and the classic to the contemporary.

COLORBOND® steel fencing will create a stylish backdrop to your backyard or courtyard while protecting your property and ensuring your privacy. Most importantly, once installed, it will stand the test of time, looking newer for longer. Fencing made from COLORBOND® steel won't chip, peel, crack, warp or rot and is very simple to maintain, leaving you time to relax and enjoy your outdoor sanctuary.

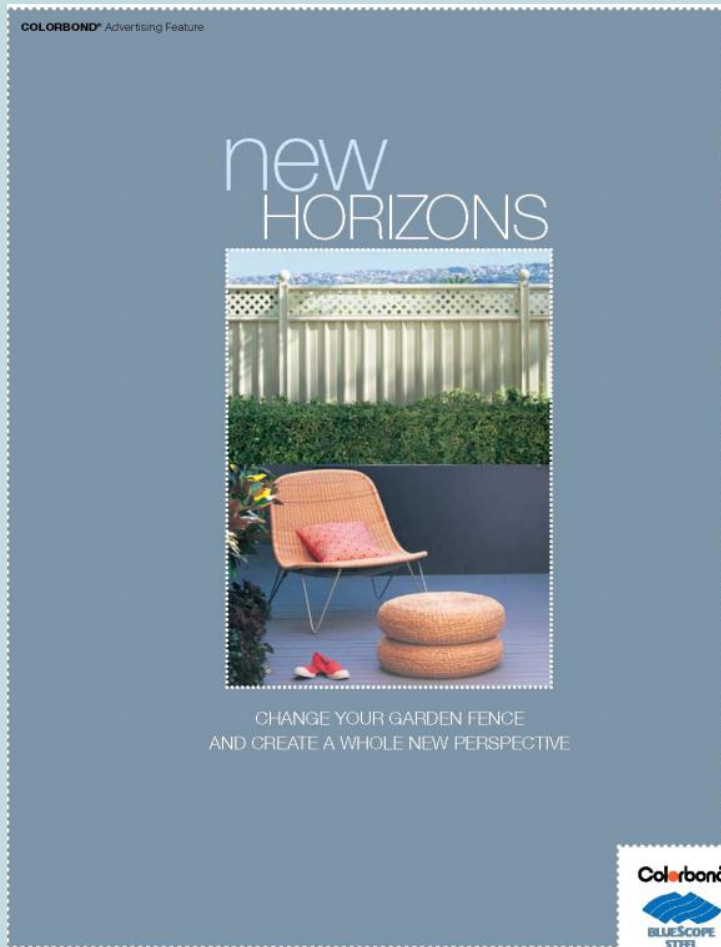
For more information please call Steel Direct on 1800 022 999 or visit [www.colorbond.com.au](http://www.colorbond.com.au)

Only fencing made from COLORBOND® steel has the COLORBOND® steel brand.



- Saada potentiaaliset asiakkaat harkitsemaan Colorbond aitoja parhaana vaihtoehtona.
- Tarjota riittävästi tietoa koskien aitojen värivalintaa.
- Viestiä tuotteiden eduista kodinrakentajille ja remontoijille.
- Saada arkkitehdit ja rakentajat suosittelemaan Colorbond-brändiä.

# Mediastrategia



- Tavoitteena oli näyttää Colorbond aidoituksen esteettinen puoli.
- Mediaa haluttiin hyödyntää innovatiivisesti tarjoamalla linkki Colorbond-brändin ja tuote-etujen välille.
- Brändi tuotiin esiin vahvan visuaalisesti ja lisäksi luovaan inspiraatioon haluttiin kannustaa.



# Kuinka aikakauslehtiä hyödynnettiin

- Aikakauslehdet todettiin olevan paras media muuttamaan ennakkokäsityksiä Colorbond aidoituksista yhdistämällä kauniit kuvat ja tarkan tuoteselostuksen.
- *Better Homes and Gardens* -lehteen (8/2007) tehtiin 8-sivuinen esite, joka rouhittiin lehteen kiinni.



- Esite leikattiin vaakasuorassa keskeltä kahtia. Alaosan sivuilla kuvattiin erilaisia puutarhoja, kun taas yläosan sivut esittivät erilaisia Colorbond aidoituksia.
- Tämän lisäksi käytettiin advertoriaaleja useissa sisustuslehdissä.



natural

riversand®

sanctuary with a touch of  
**COLOUR** Boost your shade that will instantly of palms and exotic plants a better way to bring your  
**STYLE** Steel fencing in gaps and the smooth surface family, and helps keep clean  
**DURABILITY** Once about heavy maintenance technology keeps all COLORBOND with a 10-year warranty\* and installation, so you can be  
\*Warranty subject to terms and conditions

For stockists and more information please visit [www.colorbond.com.au](http://www.colorbond.com.au)

GET THE LOOK

- 1. Light up your courtyard with wall-mounted LED lighting. Use suitable outdoor lighting such as Beacon Lighting.
- 2. Respect nature with a vine-leaf patterned, recycled manufactured using 100% power. Small courtyard stool stripe \$115, large courtyard without stripe \$118.
- 3. Check your courtyard contemporary wicker board (137 x 129cm) with a 10-year guarantee about \$100 per square (supply only). Melbourne.
- 4. Scatter handy bean stools around your terrace. Always about \$40.

# Esite toimi loistavasti!

- Selailtava liite mahdollisti erilaisten puutarha- ja aitavaihtoehtojen ja erilaisten kombinaatioiden tutkailun.
- Esitteessä oli myös erilaisia vinkkejä ja tuotetietoutta.
- Erikoisratkaisu erottautui hyvin edukseen ja sai paljon huomiota.



**hedge**

If your backyard looks tired and out of state, bring its natural character back to life with a garden makeover. Fencing made from COLORBOND® steel is the easiest way to breathe up your world and create a garden sanctuary with a touch of colour.

**COLORBOND®** boost your backyard's colour palette with Hueglo®, a sleek, rich shade that will instantly create a stunning backdrop to your favourite ferns, palms and exotic plants. This COLORBOND® steel colour complements a range of materials from timber to stone and fashionable pebble pathways. There's no better way to bring your home's colour scheme together than with hedge®.

**STYLE** Memfil's Matline steel fencing is an attractive mill sheet fence system with vertical ribbed panels. It has a double-sided mill, which is identical on both sides so your neighbours get the 'good side' of the fence, too. Steel fencing doesn't leave gaps and the smooth surface offers no footholds. This ensures privacy for your family, and helps keep children and pets in.

**DURABILITY** Once your new fence is in place you won't have to worry about heavy maintenance for a long while. The new Super Polyester coating technology keeps all COLORBOND® fence colours looking fresh. It comes with a 10-year warranty\* on all posts, rails and mill sheets from the date of installation, so you can be confident with your choice.

\*Warranty subject to terms and conditions.

For articles and more information please visit [www.colorbond.com.au](http://www.colorbond.com.au)

**Colorbond**

**retreat**

**GET THE LOOK**

Create a peaceful garden retreat:

1. If you have steps in your garden, make a feature of them. Use decking for the treads and risers for the steps. IP French Teak decking, \$130/m<sup>2</sup>, Island Stone.
2. Cool down under the spray of an outdoor mister shower. DECKING, \$150, Bunnings.
3. Follow the sun in comfort with the light, ergonomic, portable lounge featuring UV- and mould-resistant nylon fabric. \$150, Outdoor.
4. Plant agaves or similar drought-hardy succulents for easy care. Use landscape-grade metal pots for a sleek finish. Bunnings Plants are available online. \$149, from B&B, Frazer.

**Colorbond**

**natural**

**GET THE LOOK**

Small details will give your courtyard a sophisticated look.

1. Light up your courtyard with wall-mounted LED lights for external use. Double Indigo, \$39.95 each, Beacon Lighting.
2. Repeat motifs with these vine leaf patterned cushions manufactured using solar power. Small cushions with straps \$110, large cushion without straps \$165, Bed.
3. Check your courtyard out with contemporary wide-decking boards (137 x 23mm). It comes with a 10-year guarantee and is about \$100 per square metre including end. MeritWood.
4. Scatter handy banana leaf stools around your deck. \$149, from B&B, Ikea.

**Colorbond**

# Tulokset

Selailtava esite toimi monella tavalla. Se mahdollisti tuotteen visualisoinnin erilaisissa ympäristöissä.

Erikoisratkaisun toteutukseen oltiin erittäin tyytyväisiä ja kaikki tavoitteet ylitettiin!