

Nichiha

Publicity Campaign: International Builder's Show (IBS)

Introduction

Nichiha USA, a premier manufacturer of high-quality building materials, wanted to make a splash at one of the industry's most important annual shows, the International Builders' Show (IBS). IBS is a massive event, occupying much of the Las Vegas Convention Center's footprint.

For IBS 2024, Nichiha wanted to use the show to mark the launch of several new product additions to their architectural wall panel lineup. The global brand leaned on BLD Marketing, a specialty marketing firm in the building products sector, to build excitement for their presence, drive attendees to their booth, and demonstrate the brand's numerous value propositions.

Goals

Fostering interest in Nichiha's attendance among trade media publications was a top priority. A successful promotion event would see BLD Marketing driving traffic to Nichiha's website, social media accounts, and ultimately, the brand's booth at IBS. From there, the brand's sales team would capture leads, build customer trust, and help customers with their building projects.

At the same time, BLD would use the event to curate and capture video content from Nichiha experts. The marketing agency sought to build up a library of both timely and evergreen content that would be used throughout the year.

Strategy & Tactics

BLD Marketing opted to distribute news about Nichiha's attendance via PR Newswire to cast a wide net. From there, BLD leveraged the widespread publicity to pinpoint industry media outlets that would be interested in the news. Ahead of the media push, BLD determined which subject matter experts (SMEs) from Nichiha would be best suited to talk with media about Nichiha product uses in various applications.

In the meantime, the agency would build excitement for Nichiha's attendance on social media. This would include product teasers, information about the show itself, and direct followers to a Nichiha webpage dedicated to the occasion.

Evaluation

The brand's attendance at IBS 2024 set the tone for their media efforts throughout the year. The IBS effort and product announcements gathered notable media attention. The footage from the show cascaded to other social media efforts with short and long videos that showcased SMEs as taste arbiters in the industry.

The efforts dovetailed with the BLD-lead "A-ha Moments" campaign, which showcased individual realizations from the building community that Nichiha offered the ideal solution for their specific project. In total, the effort gained over 350 organic and wire pickups.

Additional details:

Relevant materials

- Press Release (1/30/2024):
 - Nichiha: <https://www.nichiha.com/blog/nichiha-usa-to-debut-new-cladding-colors-designs-at-nahb-international-builders-show-2024>
 - PR Newswire: <https://www.prnewswire.com/news-releases/nichiha-usa-to-debut-new-cladding-colors-designs-at-nahb-international-builders-show-2024-302048092.html>
 - BLD Newsroom: <https://www.bldpressroom.com/nichiha/IBS2024>
 - Includes a 1:1 social media graphic that teased the new products at the show.
 - This release held several functions:
 - It announced that Nichiha will be attending IBS 2024.
 - It announced that the forum will be the effective launch of four new brand offerings.
 - It announced that Nichiha products would also be on the modular home in the Pro Builder Show Village.
 - It shared details about where attendees can find Nichiha at IBS.
 - It did all the above while also highlighting other brand assets such as lookbooks, product features, and other products that can be seen in person at the show.
 - It encouraged media members to contact a designated representative (Sean McFarland of BLD) to schedule interviews with Nichiha subject matter experts.
- Dedicated URL: <https://www.nichiha.com/ibs2024>
 - This page served as a one-stop spot for information about Nichiha's show presence. A prominent URL also offered visitors a free expo pass. The webpage shared details on three new products that Nichiha launches in 2024. IBS 2024 was effectively meant to be a grand launch for these.
 - [VintageWood \(Poplar\)](#)
 - [VintageWood \(Blackwood\)](#)
 - ConcreteBoard (Does not yet have a landing page)
 - [VintageBrick \(White Smoke\)](#)
 - The page also showcases a charitable component to Nichiha's attendance at the show.
 - Booth visitors would receive a "NichiChip." Nichiha would then make a \$10 donation for every chip surrendered at the Cavco Builders' modular home in the Pro Builder Show Village.
 - This drove attendees to see Nichiha cladding installed in a realistic environment.
 - The benefitting charity is the Home Builders Institute (HBI), which provides students with no-cost pre-apprenticeship training and certification programs and job placements.
 - The webpage also showcased another BLD initiative that was taken on for Nichiha: the "A-ha Moments" video series. Three such video testimonials are on display, each showcasing a building professional explaining why they specify

Nichiha on their projects. The “A-ha Moment” refers to the realization that Nichiha’s products can achieve their sought-after aesthetic, offer ample protection against severe weather, and do so at a competitive price point.

Interview clips

- At the show, BLD captured a variety of video assets that would build excitement for the brand’s attendance and content that could also be merchandised for general or timely brand promotion.
 - [Kenny Collins Discusses 2024 Design Trends](#) (YouTube)
 - [Kenny Collins Recounts his Favorite Nichiha Customer Story](#) (YouTube)
 - [Brandon Tart and Kenny Collins Discuss their Favorite Creative Trends with Nichiha AWP in 2024](#) (YouTube)
 - More in progress.

Social Support

At Show

- [2/28/2024](#)
- [3/1/2024](#)

Related video

- [2/26/2024](#) – Day-before time-lapse of booth build
- [2/28/2024](#) – Nichiha showcase on the IBS modular home
- [3/12/2024](#) – Modular forecast (taken at IBS)
- [3/25/2024](#) – A-ha Moment (taken at IBS)

Earned media

- [“Nichiha USA to debut new cladding colors, designs at NAHB International Builders’ Show”](#) (LBM Journal) (UVPM: 40,005)
- [“Nichiha USA to Debut New Cladding Designs at International Builders’ Show”](#) (Building Enclosure) (UVPM: 22,819)
- [“Nichiha USA to Debut New Cladding Colors and Designs at International Builders’ Show”](#) (Walls & Ceilings) (UVPM: 21,020)
- [“12 Exciting Sustainable Products We Saw at KBIS and IBS 2024”](#) (Green Building & Design) (UVPM: 22,408)
- [“Hot Products from the 2024 International Builders’ Show”](#) (LBM Journal) (UVPM: 40,005)

Relevant metrics (social media)

Note: Particular emphasis for IBS 2024 trade show was placed on LinkedIn’s professional audience. This is where much of the

- Post reach
 - LinkedIn: 7,737 users (+7.2% from 2023)
 - Instagram: 7,924 users (+152% from 2023)
 - Facebook: 7,737 users (+7.2% from 2023)
- Post impressions

- LinkedIn: 24,851 (+45.4% from 2023)
- Facebook: 8,293 (+6.8% from 2023)
- Post engagement
 - LinkedIn: 10.8% (+3.325 points from 2023)
 - Instagram: 8.03% (+3.127 points from 2023)
 - Facebook: 5.86% (+1.659 points from 2023)

Objectives:

- Build excitement for Nichiha's attendance at the show.
- Tease new products for the brand to drive visits to the Nichiha show booth.
- Showcase the brand's subject matter experts as tastemakers and thought leaders in the building materials sector.

Challenges:

- Trade show internet was unreliable, leaving BLD team to scramble for at-show social media promotions.
- Gathering content from subject matter experts at the show that completes our shot list for the show, but doesn't detract from their sales efforts and trade show duties.
- Counsel on-camera personalities on how to present themselves in such a busy show environment.
- Utilize the trade show as a single opportunity to capture video content that would be used throughout 2024.

Solutions:

- Following a successful press release distribution and subsequent media pitching, BLD Marketing was able to capture several standout media clips for the Nichiha brand.
- On camera interviews were able to collect sufficient footage to carry several of the brand's social media initiatives throughout 2024.
- Through this comprehensive plan, BLD was able to successfully promote Nichiha's sales initiatives. The brand will return to IBS in 2025.