

CSR GYPROCK

Gyprock Living

Taking a trade brand into the home: an end-to-end consumer campaign, from concept to activation.

End-to-end

research, strategy, creative, production and media

2 years

of ongoing campaigns and promotions

BVOD

TVC series produced and directed by APR



THE BRIEF

A trade brand, talking to homeowners

Gyprock had traditionally focused on B2B audiences and tradespeople. CSR enlisted APR to develop and execute the Gyprock Living consumer campaign, a significant shift for the brand: speaking directly to the people building and renovating their homes.

THE CHALLENGE

Make plasterboard matter to consumers

Walls are rarely top of mind for homeowners. The campaign needed to turn a product chosen on site into one people understand and ask their builder for, showing why Gyprock Superchek™ is tougher and more sound-resistant for everyday living.

APR'S ROLE

End-to-end, from insight to media buy

APR managed the entire process as one team, then stayed on for two years of ongoing creative, sub-campaigns and consumer promotions.

Research

Consumer research and insight

Strategy

Creative and digital strategy

Creative

Design, copywriting and photography

Digital

Website design and development

Production

TVC, print and content production

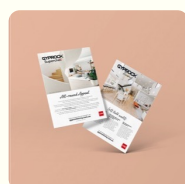
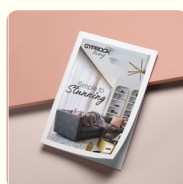
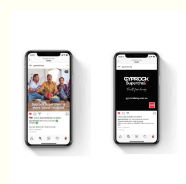
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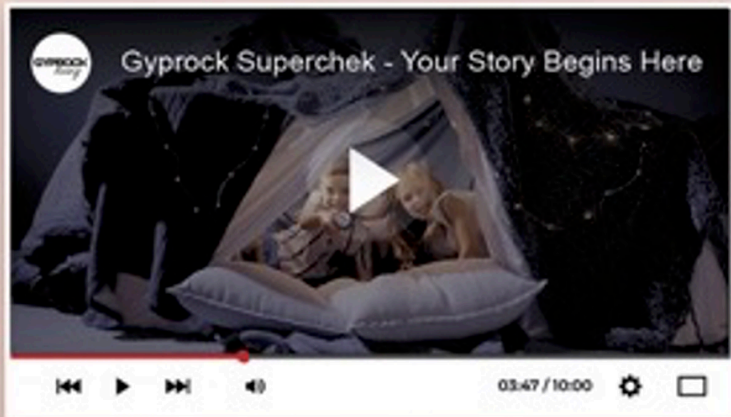
Media planning and buying

Management

Full campaign management

ACROSS EVERY TOUCHPOINT





WATCH THE CAMPAIGN

Gyprock Superchek™: Your Story Begins Here

One of the BVOD TV commercials APR produced and directed for the campaign.

youtu.be/S5CDcmmMktQ

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Campaign and sponsorship activation

Gyprock Living magazine & website

Consumer magazine in print and download editions, with gyprockliving.com.au as the campaign hub.

BVOD TV commercials

Our first series of TVCs, produced and directed by APR.

The Block campaign

Sponsorship campaign strategy and content delivery, including copywriting.

Print & digital advertising

Magazine ads, advertorials and digital placements, planned and bought by APR.

Consumer and trade promotions

Including a chance to win \$10,000 worth of prizes.

Ongoing sub-campaigns

Two years of fresh creative that kept the brand in market.

"Each element of the creative campaign, coupled with the execution and communication method was detailed and APR's diligence to deliver the KPI's was flawless."

Therese Tarlinton

Marketing Manager, CSR

One team, from concept to activation

Insight, strategy, creative, production and media under one roof, so a brand can make a big shift with confidence.

[Talk to APR about your next campaign](#)