

# 2019 World Ceramic Tiles Forum

6 November - 9 November

Westin Grand Hotel Berlin

Berlin, Germany





# 2019 World Ceramic Tiles Forum

## 8. Trends in competing materials: vinyl tiles (LVT)

Existing communication materials available  
for use by all WCTF members



# WORLD FLOOR COVERING CONSUMPTION YEAR 2017 (% MARKET SHARES)

	CERAMIC TILES	PARQUET	LAMINATES	CARPET	RESILIENT	TOTAL
ITALY	75%	7%	8%	2%	7%	100%
SPAIN	76%	4%	12%	4%	3%	100%
PORTUGAL	68%	3%	12%	7%	10%	100%
FRANCE	35%	3%	14%	27%	21%	100%
BELUX	36%	5%	15%	29%	14%	100%
UK	14%	2%	10%	60%	14%	100%
GERMANY	23%	4%	14%	40%	19%	100%
NETHERLANDS	37%	2%	24%	19%	17%	100%
AUSTRIA	36%	15%	19%	16%	14%	100%
SWITZERLAND	37%	19%	7%	27%	9%	100%
SCANDINAVIA	31%	17%	14%	14%	23%	100%
WESTERN EUROPE	34%	5%	13%	32%	15%	100%
EASTERN EUROPE	52%	2%	15%	6%	26%	100%
TURKEY	67%	1%	17%	9%	5%	100%
USA	14%	7%	5%	51%	23%	100%
LATIN AMERICA	76%	1%	4%	17%	2%	100%
AFRICA & MIDDLE EAST	71%	6%	7%	13%	3%	100%
ASIA & PACIFIC	71%	4%	3%	17%	4%	100%
AUSTRALIA	55%	3%	5%	19%	19%	100%
TOTAL	60%	4%	6%	21%	9%	100%

2° 1° 3°

Best estimates from different sources – for internal discussion use

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## CAMPAIGN “CERAMIC. A SAFE CHOICE.”

Confindustria Ceramica produced 2 videos to showcase the values of ceramic tiles as a flooring material and to highlight its benefits. **THE VIDEOS ARE UNBRANDED in order to make the in-chorus message as neutral and strong as possible.**



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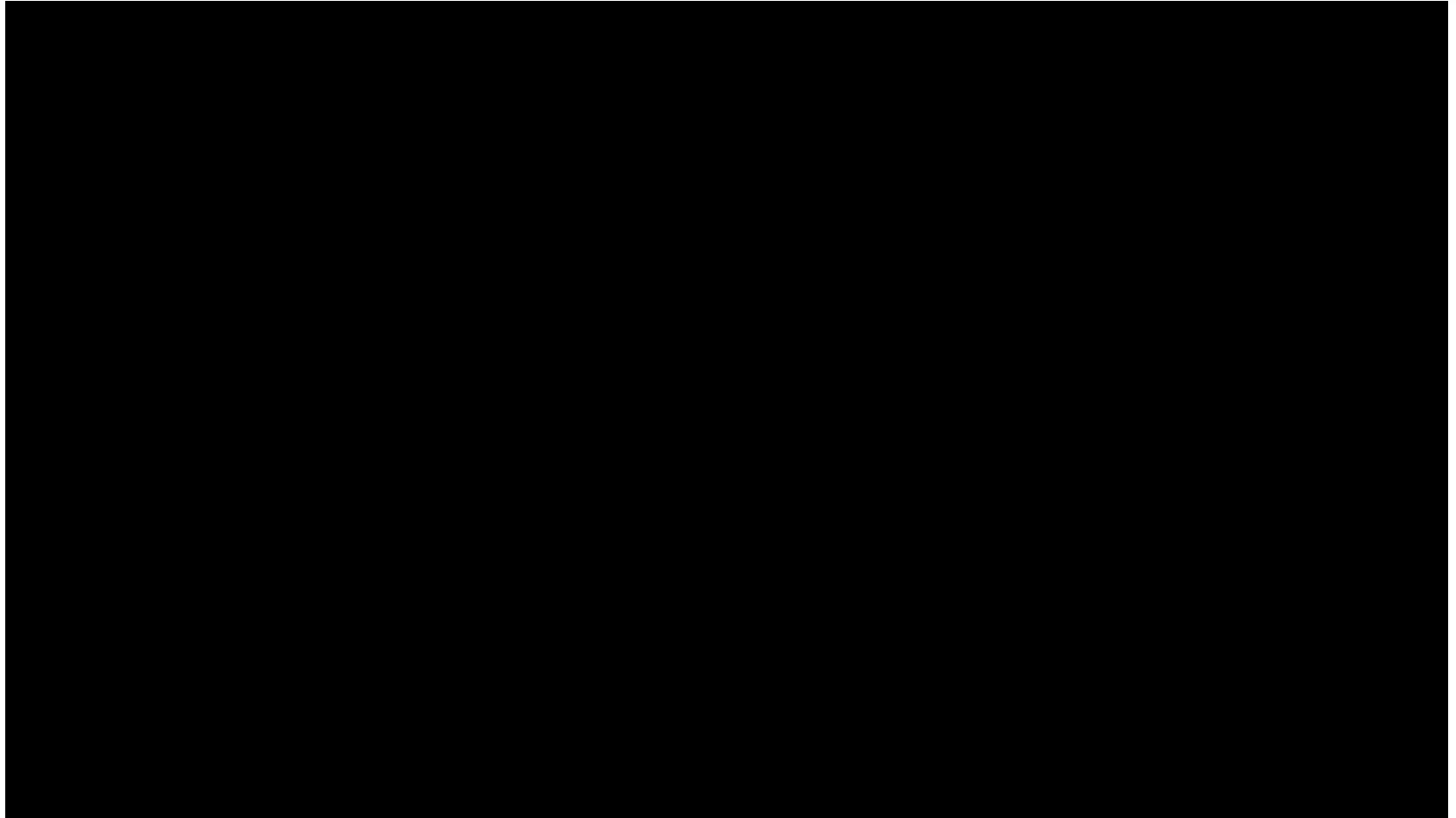
## **VIDEO 1 – The values**

The first video highlights The Values of Ceramics and is composed by 1 main video of 1'30" and 8 video pills of 16", each one dedicated to a specific value:

- Safe
- Hygienic
- Long Lasting
- Does not burn
- Resistant
- Versatile
- Stable, can be skilfully installed
- Respects the most advanced EU environmental regulations



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## **VIDEO 2 – Intended uses**

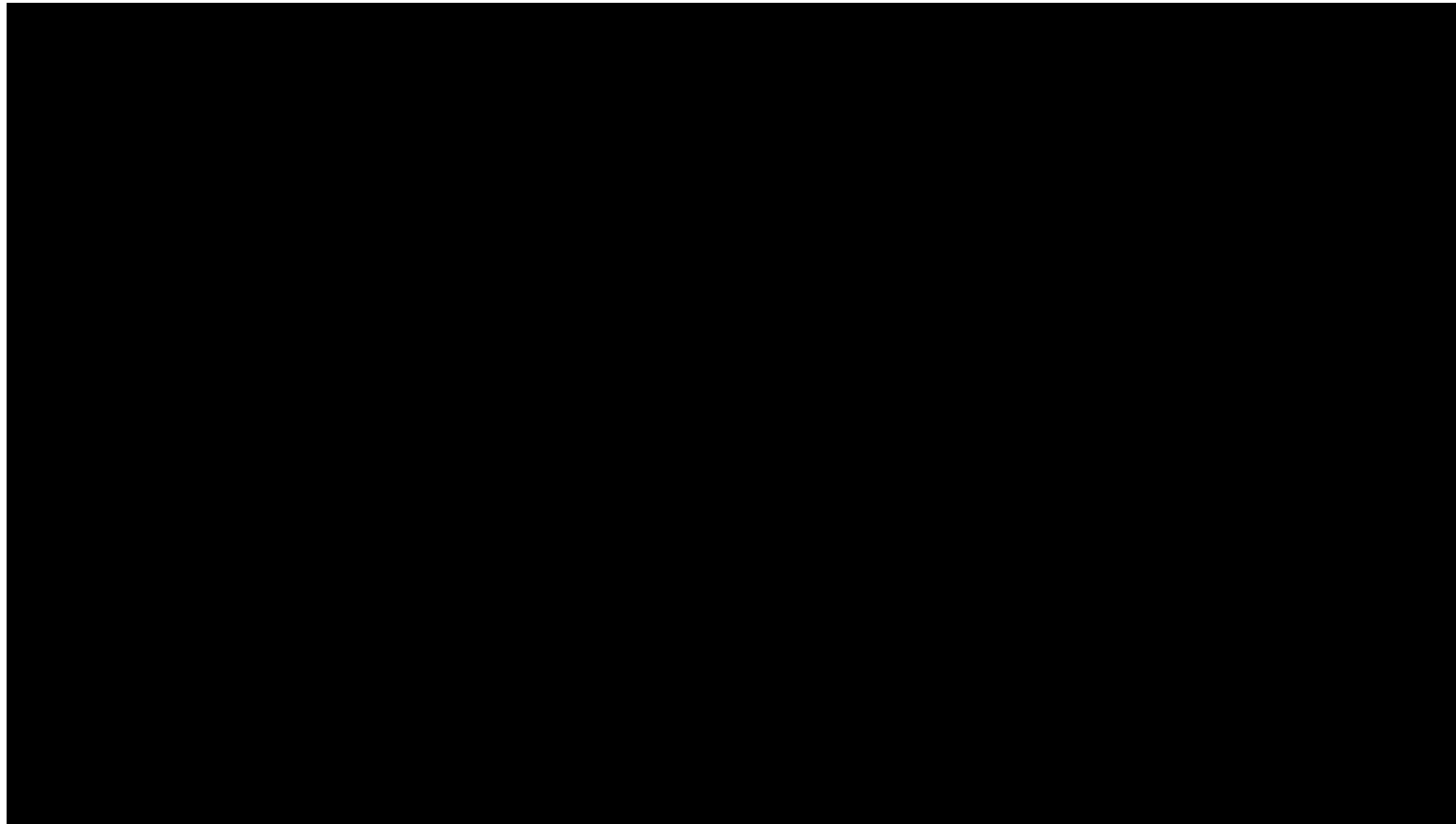
The second video focuses on the intended uses of ceramics and is composed by 1 main video of 1'30" and 8 video pills of 16", each one dedicated to a specific use/destination:

- Veranda, Terraces, Pathways
- Extra tick floors
- Pools, solariums and baths
- Outdoors façades
- Heated floors
- Raised floors
- Countertops and décor
- Interior Design



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The second video: Intended uses of Ceramics





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## DIGITAL MARKETING CAMPAIGN

- Edi.Cer. and ASCER are collaborating together on the digital marketing Campaign in European **German, English and French speaking markets**. The allocated budget is 100K Euro on each market.
- The Video was forwarded to CET, who shared it with its members.
- The videos have been translated in **Spanish, English, German, French**.
- The videos have been disseminated in Italy with a digital marketing action (by Edi.Cer) started on January 10, **with the direct involvement of Confindustria Ceramica members companies**.
- The videos are based on our website, on our Youtube channel, Instagram and Facebook and all the associated landing pages are based on [www.ceramica.info](http://www.ceramica.info) The same thing has been done by ASCER on the social accounts and website Ceràmica de España [www.tileofspain.com](http://www.tileofspain.com)
- The target of the B2C campaign are consumers close to the purchase of flooring material, located in each market.



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## CAMPAIGN B2C – KPI & CHANNELS

### •KPI (Key Performance Indicators)

- Impressions;
- Video views;
- Click to the landing pages.

### •CHANNELS

**ceramica**.info

Landing page as a starting point to spread the campaign message and receiving the traffic generated by the social channels.

#### **YouTube**

Using video ads is extremely cost-effective for brand awareness and reaching target users interested in ceramic sector related topics.

**facebook**. *Instagram*

**Facebook** and **Instagram** are the best social networks to get high impressions and video views on users.

 **Google Ads**  **Display**

**Google Ads Display** is mainly used to show banner ads to users when they are in the decision-making status close to the purchase.



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## CAMPAIGN B2C - TARGETS

- Sex: women and men living in the market.
- Age: 25-64.
- Parental status: without children / with children.
- People interested in ceramics and alternative materials
- Affinity segment: fans of interior decorations; buyers of valuable items.
- In-market audience segments: bathroom and kitchen floors; flooring; outdoor furniture and gardens.
- Life events: such as they are about to renovate the house; they bought a house recently; they will buy a house soon.
- A segment based on topics similar to the world of ceramics:
- Renovation of the house > flooring
- Design and visual arts > interior design



facebook.



Instagram

**The official hashtags to be used together in each post on social media are:  
#Ceramic #ASafeChoice**



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## RESULTS – B2C CAMPAIGN (to date)

**Considering YOUTUBE as the main tool for the campaign and counting only the complete views (100%)**

Language	Budget	Starting Date	Impressions	Views	% views / impressions
Italian	€ 100,000	January 2019	12,600,000	2,700,000	21.4
German	€ 100,000	March 2019	7,800,000	1,600,000	20.5
English	€ 100,000	April 2019	8,300,000	1,800,000	21.7
French	€100,000	April 2019	6,900,000	2,300,000	33.3

This data doesn't include the organic coverage (free of charge) and the views realized by companies and partners who uploaded the videos on their own channels.



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### **CAMPAIGN B2B - STAKEHOLDERS**

17 DEM, scheduled with a specific editorial plan, will be sent every 15 days, in each language, to the database of Confindustria Ceramica, composed by professionals and stakeholders.

Each DEM is monothematic, it presents one of the different values and is completed by several in-depth articles related to the specific value.

By clicking on the DEM, the readers will be redirected to a landing page based on the website [www.ceramica.info](http://www.ceramica.info).

**In each DEM there is a «call to action» button, such as «Do you want to know more?»**

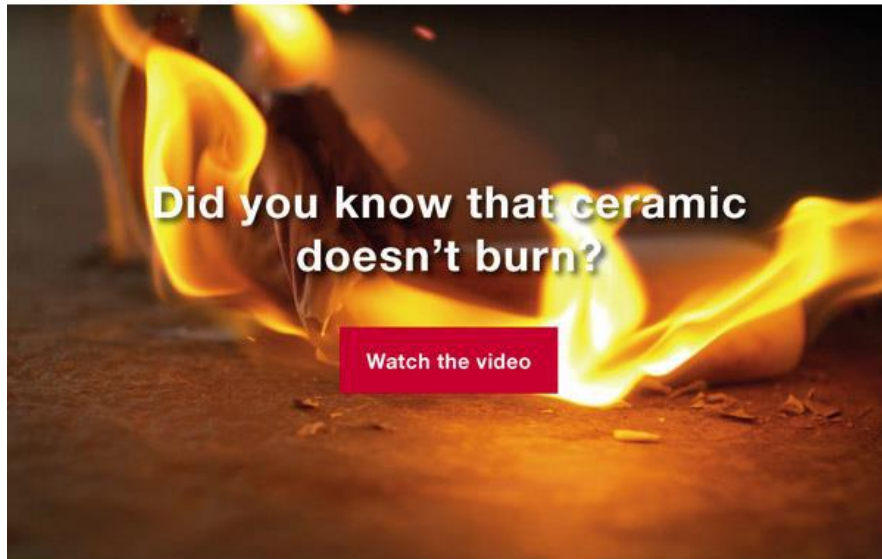


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## CAMPAIGN B2B – Example of DEM

ceramica.info

CERAMIC. A SAFE CHOICE.



**In the event of fire, ceramic does not release substances that are harmful to people or the environment**

Ceramic is an inert, fireproof material made from sand and clay, which undergo a thermal firing process at 1250°C to create a material with exceptional mechanical strength, chemical resistance and durability.

[Read more](#)

[Find out more](#)

Would you like more information? Write to us

EdiGer SpA

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### **COOPERATION WITH OTHER ASSOCIATIONS FOR THE DISSEMINATION THROUGH THE WEB AND TO THEIR STAKEHOLDERS**

- EUF (EU) – Tile installers
- VDF (Germany) – Tile Distributors
- Lamosa (Mexico)
- Bovatin (The Netherlands) – Tile Installers
- UNECB-FFB (France) – Tile Distributor and Installers
- ASP (Switzerland) - Tile Distributor and Installers
- Österreichischer Fliesenverband (Austria) - Tile Distributors and Installers
- Turkish Ceramic Federation
- TCNA (USA) – Tile manufacturers

**Please, do not hesitate to ask for the videos for the upload on your channels, sending an email to: [eromani@confindustriaceramica.it](mailto:eromani@confindustriaceramica.it)**



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### **OTHER ACTIONS DEVELOPED BY STAKEHOLDERS**

- The first video has been translated in Dutch, Polish, Czech, Romanian, Russian, Hungarian by some stakeholders who disseminated these other language versions through the web.





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Thank you for your attention!

