Minutes

LICENSEE STEERING COMMITTEE – Teams Meeting – Friday 24 March 2023

	Present: Peter, Michael, Calvin, Carol, Murray, Kevin, Mitch, Dave **Apologies:** Tony, Jane, Nick, Max
Action points from previous meetings: DW	Overview of previous activity given, including the SMEG Coffee Machine giveaway which resulted in a winner from Invercargill who is proceeding with a kitchen project.
Laminex Melteca Colours: KB	Kevin presented the updated Laminex Melteca Mastercraft Collection. There are now 16 colours available at no minimum order quantity at the special pricing. Discussed the idea of making this the range for standard plan pricing with GHB's. **AP: KB to put the new range on One Drive an communicate to the MCK group** **AP: DW to include this as standard range with the GHB's at next pricing review.** **AP: KB/DW to request MCk branding on the Laminex supplied sample boards.**
Financials – FYE23 and Budget FYE24: DW 1. Significant decrease in magazine display ad spend, but retained feature articles, eDM's, Look Book inclusion with NZKBQ 2. Added significant spend in online advertising, video on demand and paid social media. We will be consistently active in this space 3. Bringing Social Media posting in-house to save an external contractor	DW presented financial reports (draft) for FYE23 and budget for FYE24. Accepted by the group. Much more focus has been put on campaigns across multi media digital platforms with consistent message and branding. The group supported the idea of Google ad's, display and remarketing, TVNZ+ (tv On Demand), and promoted social media. The activity this year is much more focussed on strong call's to action to drive enquiries. **AP: ML to devise a 'Social Media for Dummies' one pager to be distributed to the licensees group as requested by CR.**
HubSpot Key Graphs: DW	Graphs shown (enclosed) that show a marked decrease in website enquiries. Magazine prompted enquiries were high due to some NZHG eDM activity and renovation enquiries were still showing significant numbers. **AP: DW/ML to focus on lead generating marketing activity** MM asked about action to nurture potential customers that had ordered Look Books and DW confirmed he had executed an automated process in HubSpot to follow up with these leads an invite them to have a consultation. See automated email example attached.

Customer Satisfaction Survey: DW/ML	Agreed the initiative was a good idea and should be linked to the guarantee registrations. **AP. PH & CH to send through the surveys they have done.** **AP: ML to devise national Mastercraft satisfaction survey & link to guarantee registration**
Why Choose Mastercraft campaign: DW	LSC Group supported the idea of the Why Choose Mastercraft campaign that would be executed across all marketing. PH wanted assurances that it would be measurable. All digital campaign will have a measurability via HubSpot and Google analytics. The creative for the campaign is a selection of short videos each communicating a reason to choose Mastercraft. **AP: DW/ML to finalise all creative copy for the campaign.** **AP: Others to offer any suggestions for reasons to choose Mastercraft**
Renovation Seminars etc: DW Taking your business to the street	Discussion regarding the use of show rooms for seminars and other community events and whether this could be nationally advertised 'at participating locations.' which gained general support. **AP: DW/ML to look at developing a presentation from the MCK Renovation Guide**
Kitchen Maintenance Guide: DW	Discussion held regarding whether there should be an MCK branded kitchen care guide and it was felt in general that this would be a good idea coming from the national brand. **AP: PH, CH, CR to send in their care guides to assist with development by NSO**
Licensee Survey: KB	Following discussions with licensees, KB discussed that it was timely to do a compulsory Licensee Survey to gain feedback from the MCK group on what is working and what is not. Licensees are NSO customers and it is important to receive the feedback as we continuously try to improve the engagement of the group. **AP: KB to devise the survey and invite the group to provide their feedback.**