

barrettSF “Recycles” Ads to Pitch Humboldt Redwood’s Sustainability on Social Media

Talking Redwood Plank to star in Sustainable Footage videos with original jingle

SAN FRANCISCO—Humboldt Redwood is repurposing its television advertising campaign for the social media realm to showcase the building material as a beautiful, versatile wood that is also sustainably harvested.

barrettSF created the campaign out of scraps of its original TV work, in which a droll redwood plank pitchman touted the strength and beauty of redwood. The five “Sustainable Footage” videos will roll out between January and March on Humboldt Redwood social channels such as Facebook, Twitter and Instagram.

Each video opens with an upbeat 80s-style jingle. “Sustainable Footage: Old commercials, now with new words!” Ranging from 30 to 45 seconds, each video opens with the plank sitting on the knee of a builder as if he’s a ventriloquist’s dummy. From there, he points out the benefits of redwood or free associates about whatever’s on his wooden mind. “This footage has been recycled in an effort to reduce our commercial footprint,” the screen says.

“Humboldt Redwood wanted a lot more content but we had to be economical,” explained Jamie Barrett, barrettSF ECD. “The ‘Sustainable footage’ idea allowed us to dramatically extend the TV campaign and highlight redwood sustainability at the same time.”

More and more homeowners, architects, contractors and landscape designers are reimagining their projects with redwood. A recent homeowner study found that redwood is identified as “in style” to a significantly greater degree than competing materials, including plastic composites, PVC, cedar, and tropical hardwoods. And choosing redwood is positive for the environment as well. Humboldt Redwood products are Forest Stewardship Council® (FSC®C005200) certified; FSC has earned a reputation as the most rigorous, credible forest certification system in the world.

Facebook: <https://www.facebook.com/HumboldtRedwood/>

Twitter: <https://twitter.com/getredwood> and <https://twitter.com/timothymctimber> Instagram: @getredwood

About barrettSF

Founded in 2012, barrettSF is a full-service advertising agency based in San Francisco. Clients include 2K Games, Bleacher Report, In-Shape Gyms, and Rubio’s Coastal Grill. For more info, visit barrettSF.com or follow them on twitter: @barrettSF.

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