



# Case study: Bondor

Services engaged for PR, media relations, digital marketing, stakeholder management  
Engagement duration: 2008-present

Elevate has been the Bondor Metecno Group's communication partner since 2008 and works across all parts of the business to support their residential and commercial building products marketing and communication program.

As Elevate's longest standing retainer client, Elevate has supported the Bondor Metecno Group through a full range of services including media relations, issues management, sponsored content development, case studies, social media, advertising, and partnership opportunities.

## THE BRIEF

The Bondor Metecno Group is Australia's leading manufacturer of energy-efficient, lightweight insulated panel products, offering complete thermal building systems and solutions for the architectural, commercial, and residential industries.

It is Australia's only manufacturer, distributor and installer of the three main Insulated Sandwich Panel (ISP) core materials: Expanded Polystyrene with Fire-Retardant, Mineral Wool, and Polyisocyanurate.

Elevate's focus is to support the Group's strategic focus to increase sales and grow its brand name and recognition of its tailored systems and solutions within four key market segments – architectural, commercial, residential, and industrial.

## THE STRATEGY

The Bondor Metecno Group aims to position itself as a thought leader and product innovator in Australia's insulated panelling industry. The Group's ambition is to 'own the process' from design through to build, and to have touchpoints within each market segment throughout this process.

Elevate has worked closely with the Bondor Metecno Group during the year to communicate its story, educate target industries on the energy efficiency, building productivity and cost benefits of ISPs and raise its profile to help achieve sales and business growth outcomes clearly and consistently. The Bondor Metecno Group is focused on its sales force driving its marketing and communications efforts with Elevate providing high level brand messaging and supporting the sales teams with the information and tools they need to increase sales.





## EXECUTION AND OUTCOMES

### Renovate or Rebuild - Season 2

From February to April 2024, Elevate supported Bondor's partnership with 9 Now's Renovate or Rebuild program. The program showcased residential projects featuring Bondor's architectural cladding and roofing solutions, all manufactured in Australia to Australian Standards for the Australian climate, including LuxeWall®, SolarSpan®, InsulWall® and BondorPanel®. These solutions demonstrate savvy use of prefabricated technology, providing ease of instalment all in luxurious finishes.

Elevate developed a Renovate or Rebuild [landing page](#) to aggregate all content, including case studies for each program segment featuring Bondor, as well as a '[sizzle reel](#)' showcasing the highlights from Season 2.

### Highlights

- 8 Case studies developed
- 32 posts shared across Bondor social platforms: Instagram, Facebook & LinkedIn
- 188 total new followers across Bondor social platforms during the campaign.
- 9,112 people were reached across Bondor social platforms
- 2,946 total video views across Bondor social platforms



### Bondor Metecno and Engineers Australia partnership

Elevate supported MetecnoPIR's (a Bondor Metecno company) partnership with Engineers Australia across the reporting period 1 July 2023 - 30 June 2024. This ongoing partnership, now in its third year, has been instrumental in positioning, promoting and connecting MetecnoPIR with Engineer's Australia's 126,000 members.

### Highlights

- [Thought Leaders Series](#): Insulated sandwich panels, NCC and passive house, featuring MetecnoPIR subject matter experts
- This webinar assisted in positioning MetecnoPIR as a market leader with industry influencers and decision makers. This is a highly targeted niche audience.
- Elevate worked closely with MetecnoPIR and Engineers Australia to create webinar and content and promotional materials
- Registrations 1,036 View to date: 1,728
- x4 EDMs achieving above industry average CTR and Open Rates