

marketer

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The Journal of the Society for Marketing Professional Services

on point

*New Rules, Challenges
for Media and Marketers*

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The Sales Meeting

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interview

Social Networking Innovators

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points & pixels

Print Is Dead

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tools

Client Satisfaction Programs

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Marketing and Media
What Has—and Hasn't—Changed

SMPS

Society for Marketing
Professional Services

2010 National Marketing Communications Awards

The National Marketing Communications Awards recognize the individuals and teams who create outstanding communication vehicles for architectural, engineering, design, and construction firms. This is the only award that highlights the critical role and immense value marketing professionals bring to the design and building industry. Awards are presented in 20 categories; in addition, a small-firm award winner may be named in each category. The recipients of the 2010 Marketing Communications Awards were revealed during the Awards Gala on July 15 in Boston during Build Business, the SMPS National Conference.

Best of Show

HGA Architects and Engineers,
Minneapolis, MN
1st Place: Specific Project Marketing Category

Best of Show, Small Firm

MW Builders, Overland Park, KS
1st Place: Small Firm in the Special
Event Category

People's Choice Award

Degenkolb Engineers, San Francisco, CA
2nd Place: Holiday Piece Category

Advertising

1st Place
Baker Concrete Construction, Inc.,
Monroe, OH
2nd Place
JE Dunn Construction, Kansas City, MO

Annual Report

1st Place
Gannett Fleming, Harrisburg, PA
2nd Place
JE Dunn Construction, Kansas City, MO

Book/Monograph

1st Place
Gresham, Smith and Partners, Nashville, TN
2nd Place
Olson Kundig Architects, Seattle, WA

Brochure

1st Place
GLY Construction Inc., Bellevue, WA
1st Place, Small Firm
The Krill Co. Inc., Cleveland, OH
2nd Place
Syska Hennessy Group, Los Angeles, CA
3rd Place
T.Y. Lin International, San Francisco, CA

Corporate Identity

1st Place
BOND, Everett, MA
1st Place, Small Firm
Architecture is Fun, Inc., with Dianne Ludman
Frank, FSMPS, Chicago, IL
2nd Place
Carol R Johnson Associates Inc., Boston, MA
3rd Place
THIEL Design, Milwaukee, WI

Direct-Mail Campaign

1st Place
RATIO Architects, Inc., Indianapolis, IN
2nd Place
Lockwood Andrews & Newnam, Inc.,
Houston, TX
3rd Place
Standard Builders, Newton, CT

Feature Writing

1st Place
Cannon Design, Grand Island, NY
2nd Place
HNTB Corporation, Kansas City, MO
3rd Place
Cardno TBE/On Target Marketing &
Communications, LLC, Clearwater, FL

Holiday Piece

1st Place
USKH Inc., Anchorage, AK
1st Place, Small Firm
Bloomfield Group Inc., Mission Viejo, CA
2nd Place
Degenkolb Engineers, San Francisco, CA
3rd Place
The Sextant Group, Pittsburgh, PA
Honorable Mention
MulvannyG2 Architecture, Bellevue, WA



Left: 3rd Place, Promotional Campaign, American Institute of Steel Construction, Chicago, IL

Right: 1st Place, Advertising, Baker Concrete Construction, Inc., Monroe, OH

Left: 3rd Place, Recruitment & Retention Communications, Simpson Gumpertz & Heger Inc., Waltham, MA

Right: Honorable Mention, Holiday Piece, MulvannyG2 Architecture, Bellevue, WA



Internal Communications

1st Place
EYP Architecture & Engineering, Boston, MA

2nd Place
MulvannyG2 Architecture, Bellevue, WA

3rd Place
Baker Concrete Construction, Inc.,
Monroe, OH

Magazine

1st Place
HNTB Corporation, Kansas City, MO

2nd Place
AIA Dallas/TWI-PR.com, Van, TX

3rd Place
HNTB Corporation, Kansas City, MO

Media Relations Campaign

1st Place
HNTB Corporation, Kansas City, MO

2nd Place
HNTB Corporation, Kansas City, MO

3rd Place
GEI Consultants, Inc., Woburn, MA

Newsletter – External

1st Place
MulvannyG2 Architecture, Bellevue, WA

2nd Place
WATG, Honolulu, HI

3rd Place
HMC Architects, Ontario, CA

Newsletter – Internal

1st Place
Faithful+Gould, Alexandria, VA

2nd Place
J. M. Waller Associates, Inc., Fairfax, VA

3rd Place
McDonough Bolyard Peck, Fairfax, VA



Left: 1st Place,
Direct-Mail
Campaign, RATIO
Architects, Inc.,
Indianapolis, IN

Promotional Campaign

1st Place
EYP Architecture & Engineering, Boston, MA

2nd Place
HNTB Corporation, Kansas City, MO

3rd Place
American Institute of Steel Construction,
Chicago, IL

Honorable Mention
FOX Architects LLC, McLean, VA

Recruitment & Retention Communications

1st Place
Degenkolb Engineers, San Francisco, CA

2nd Place
Baker Concrete Construction, Inc.,
Monroe, OH

3rd Place
Simpson Gumpertz & Heger Inc.,
Waltham, MA

Social Media Campaign

1st Place
Capelin Communications Inc., New York, NY

2nd Place
SHP Leading Design, Cincinnati, OH

Special Event

1st Place
Hickok Cole Architects, Washington, DC

1st Place, Small Firm
MW Builders, Overland Park, KS

2nd Place
Nitsch Engineering, Inc., Boston, MA

3rd Place
Edifice Inc., Charlotte, NC

Specific Project Marketing

1st Place
HGA Architects and Engineers,
Minneapolis, MN