

What's Working: Short takes on actual A/E marketing tactics that are producing results

Hickok Cole celebrates contemporary artists

Hickok Cole Architects (Washington, DC), an 80-person architecture firm, teamed up with the Washington Project for the Arts/Corcoran (WPA/C) to host Art Night 2007 for the third straight year. Art Night features the work of 50 local artists. The Oct. 19 show benefited the WPA/C and the artists, with 50% of the proceeds from the sale going to WPA/C.



The mailout, a standard envelope-length foldout piece, is a blue, red, black, and white collage of graffiti-esque art and text. "RSVP," with Hickok Cole's e-mail address and phone number, is part of the background of the mailout. The total price of the invitations, including the mail shop fees, was \$4,700. Hickok Cole sent the invitations to about 2,000 people.

The front of the invitation says, "Experience art night," with "art³" as a three-dimensional pop out in the middle of the invitation.

"Curator Jayme McLellan, assisted by Addie Johnson, has selected exciting and dynamic works created by local, contemporary artists working in a variety of mediums... Last year, Art Night raised over \$35,000.00 for WPA/C. You are invited to make this year's Art Night a success. The exhibition runs through October 26, 2007."

Art Night 2007 beat all previous sales records. Attendees purchased \$32,000 worth of pieces, and the Hickok Cole marketing team predicts final sales, including post-event purchases, of about \$50,000.

Hickok Cole's Art Night 2007 invitation is a bold nod to contemporary art and a creative way to support local artists.

Anshen+Allen spreads the news

Anshen+Allen (San Francisco, CA), a 350-person architecture firm, sent out a packet of news articles during the week of Oct. 7 with a postcard titled, "In the News."

"We are happy to share with you several recently published articles regarding Anshen+Allen. Among these, we have a piece written by one of our principals on the changing design in health care facilities due to the increasing number of imaging modalities; an article recounting the design of our Harvard School of Dental Medicine; and an article explaining our newly completed hospital in Santa Clara."

The marketing department sent its clients five high-quality, glossy reprints of the articles from the publications *BusinessWeek*, *Healthcare Design*, *Architectural Record*, and *Contract*. The reprints from each publication feature the cover of the magazine and the article that mentions Anshen+Allen. The *BusinessWeek* article, titled, "How Hospital Design Saves Lives," quotes Derek Parker, co-founder of the Center for Health Design and a director at Anshen+Allen.

Anshen+Allen is a health care design firm. By sending its clients articles detailing the firm's presence in the health care community, Anshen+Allen continues to build on its strong reputation.

Carter & Burgess spotlights public-private partnerships

Carter & Burgess, Inc. (Fort Worth, TX), a 3,200-person full-service architecture, engineering, and construction management firm, featured two in-depth articles on public-private partnerships in Issue 3, 2007, of its magazine, *Quarterly*.

The 19-page quarterly publication, which addresses industry issues, won the first place 2006 **Society for Marketing Professional Services (SMPS)** (Alexandria, VA) Marketing Communications Award in the magazine category.

The article, "Setting the Right Foundation: Ensuring the Success of Public-Private Partnerships," and the article, "From Vision to Reality: Public-Private Partnerships Revitalize Downtowns and Town Centers," address different angles of the same issue: public-private partnerships and how they impact community business.

Quarterly stands out because it focuses each issue on a singular, in-depth topic and cuts the fluff. ■

Compiled by Rachel Telehany.

If you have something that's working in your firm, let us know. E-mail Editor Rachel Telehany at rtelehany@zweigwhite.com.

The Zweig A/E Marketing Letter

Real-world tactics at work in design firms today

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Issued twice a month (24 issues/yr.)
\$325/1 yr., \$495/2 yrs.

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ISSN 1526-4483

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