

2024 PEOPLE'S CHOICE



MARKETING EXCELLENCE AWARDS
SMPS COLORADO

VIEW THE ENTRIES
ON YOUR PHONE:



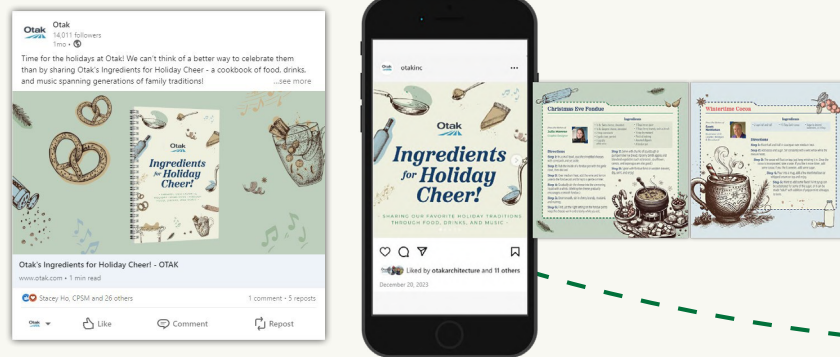
1 - OTAK, INC. - HOLIDAY PIECE (MIXED)

OTAK HOLIDAY CAMPAIGN 2023

Ingredients for Holiday Cheer!



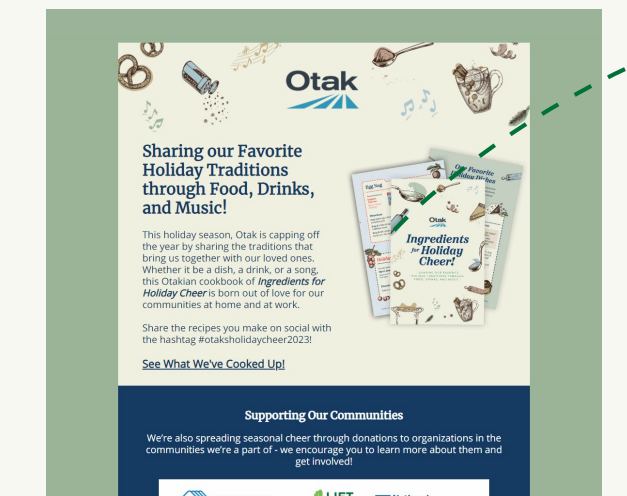
HOLIDAY SOCIAL POSTS [DIGITAL]



OFFICE PARTY COLLATERAL [PRINT]



HOLIDAY CARD EMAILS [DIGITAL]



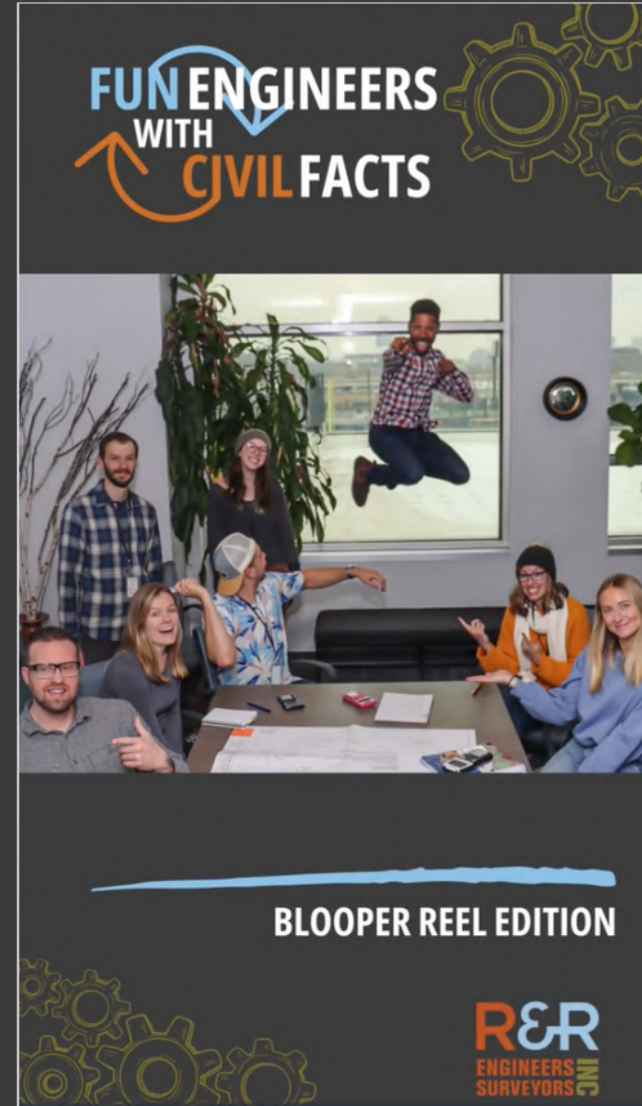
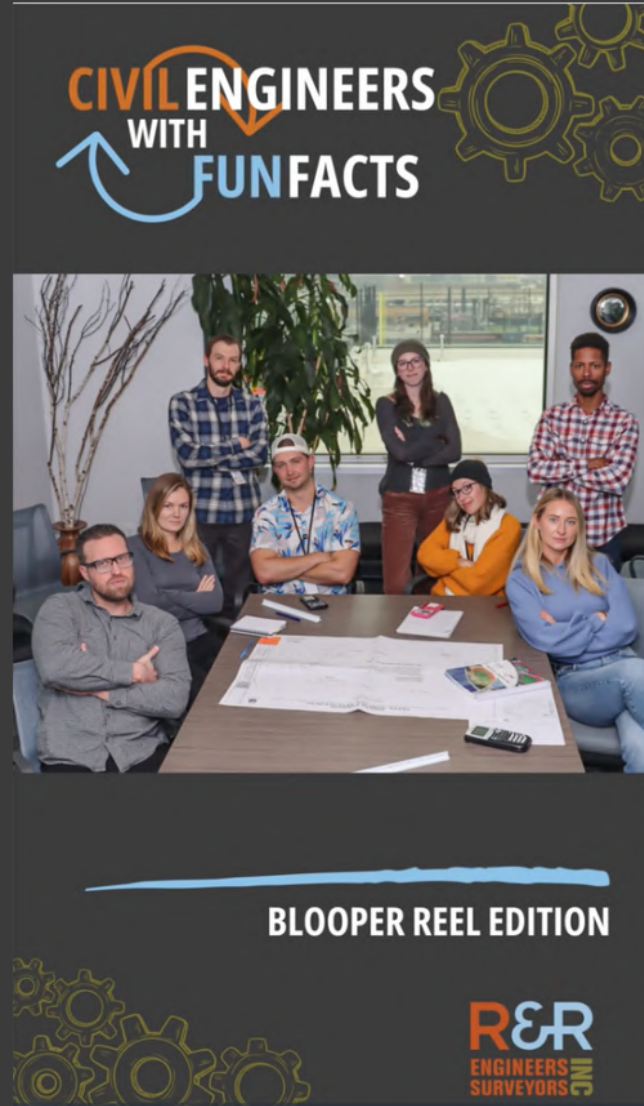
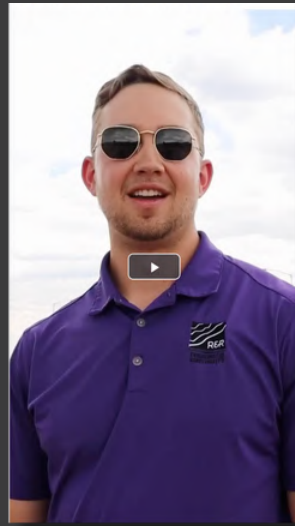
HOLIDAY BOOKLET [DIGITAL + PRINT]



OFFICE PARTY INVITES [DIGITAL]



#JustLookAtIt



3 - PCL CONSTRUCTION - TRADE SHOW MARKETING

16th Street Mall Video Submission

Our entry for the 16th Street Mall is a powerful testament to how marketing can invigorate operations and reshape public perception. Set against the backdrop of a challenging renovation project, the video strategically interviews small businesses, the mayor, and project leaders. It meticulously portrays the purpose of the endeavor, refocusing attention on the result amidst delays and emerging challenges. The video excels in its storytelling, emphasizing the positive impact on the community, making it a deserving candidate for the award.

49%

Open Rate by Email
(All Industries Average is 21.33%)

5,572

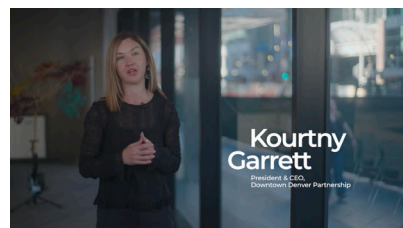
LinkedIn Impressions

6,709

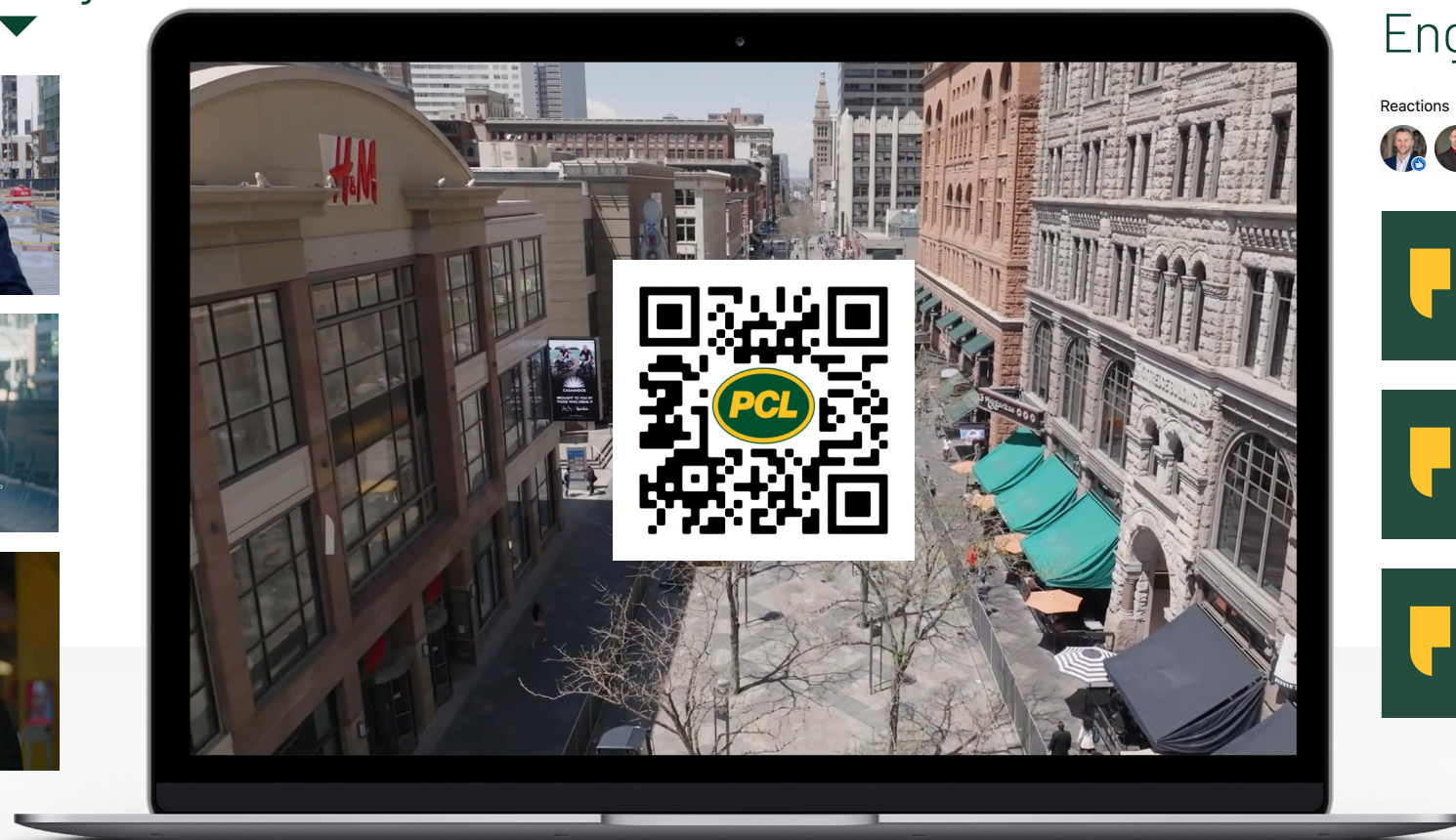
Unique Visitors to the Project Website



Featured Mayor Mike Johnston and Kourtney Garrett, President & CEO of Downtown Denver Partnership, along with business owners along the 16th St. Mall Corridor. ▼

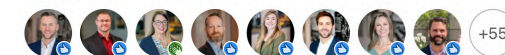


SCAN THE QR CODE TO WATCH NOW!



Engagements:

Reactions



"Great work - I can't wait to see this area continue to grow!"
- Lexie Roberts, Puttshack Denver Sales Manager



"Looking forward to all the outdoor space and enjoying all the amenities!"
- Denyse Airheart, Business Development Strategist, Mortenson



"Great work! Great city!"
- Victoria CHEH, President at TrustMe Global Sourcing

"Great cities think big. They think future forward."

Performance:



Email based stats:

Sent to 1,019 email addresses
498 opened with 46 clicks
Open rate of 49%
(All Industries Average is 21.33%)



Project Website:

Q4 2023: # of returning users: 486
of unique visitors: 6,709
*stats are for one week



Social Media:

5,572 Impressions
110 Reactions
7 Reposts
7 Comments
*stats are for one week

4 - PCL CONSTRUCTION - PROJECT PURSUIT MARKETING

201 Fillmore Pursuit Strategy

In PCL's successful pursuit of the 201 Fillmore project, we meticulously crafted a proposal that transcends traditional approaches, embodying authenticity and client understanding. By delving into Schnitzer West's core values, we aligned our proposal with their vision, setting the tone for a collaborative and meaningful partnership. Our commitment to "Ride the Brand" was proven through a bold approach to show our passion to work alongside them while bringing their vision to life.

Cost of Custom Proposal Approach

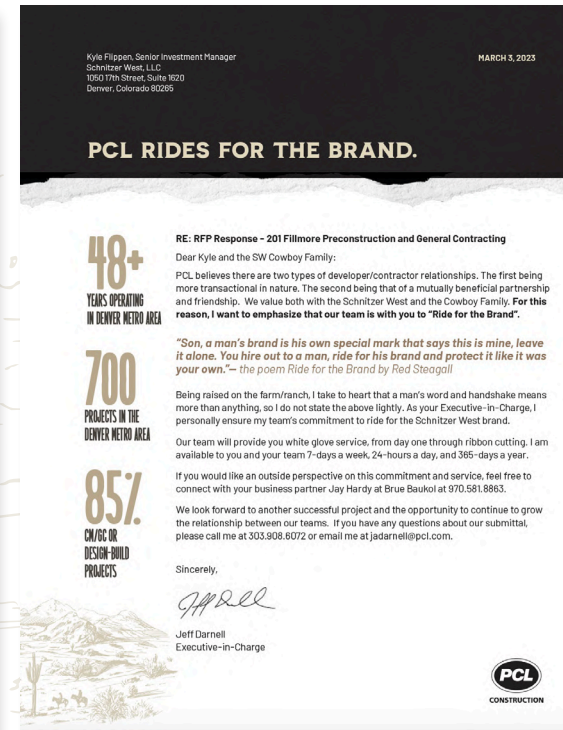
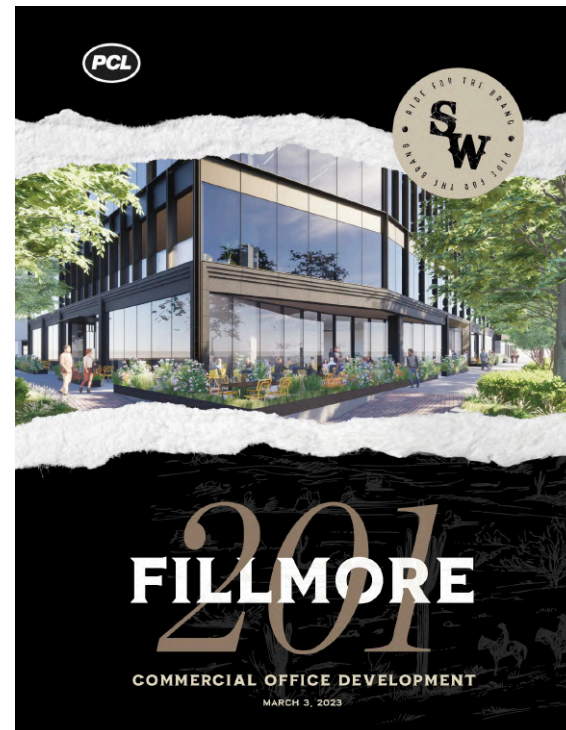
\$5K

Project Awarded: 201 Fillmore

\$64M

Led to Five Additional Projects Wins Totaling

\$350



Developed a Custom Brand for the Client:

Using the Schnitzer West brand as a base, PCL adapted a new Wild West-inspired brand that would run throughout all proposal materials, including a custom logos and imagery.



Customized On-Theme Leave Behinds:

Cowboy-themed leave behind box with Stetson hat, custom Schnitzer West belt buckle and custom brand iron with Schnitzer West logo.



PCL Personalized the Proposal:

From font selection and imagery to theming throughout, we combined PCL and Schnitzer West's branding, underscoring the dedication to execute this project in partnership with Schnitzer West, rather than as a traditional CM/GC.

"LOVE the hats and buckles. You guys DO get our ethos (for better or worse). Just wanted to thank you for including me in this most primo of swag." - Brett Leonhardt (Schnitzer West)

Interview Pitch Day:

On the day of the 201 Fillmore interview, the PCL interview team showed up in full character, complete with their own Stetson hats, belt buckles and cowboy boots.



MARTIN/MARTIN'S YEAR IN REVIEW BOOK

Refreshed and reorganized for 2023



Internal document **NO MORE!**

Newly designed to be
CLIENT-FACING to showcase
our amazing employees
and projects!

SUCCINCT!
GREAT PHOTOGRAPHY!
EASY AND USER FRIENDLY!



SEE THE BOOK **HERE**
OR SCAN THE QR



6 - 360 ENGINEERING, INC. - SPECIAL EVENT (MIXED)



FORWARD - 360 Engineering Celebrates 20 Years

RSVP FOR THE 360 ENGINEERING
20TH ANNIVERSARY
October 12 | 4 PM - 8 PM | The Buffalo Rose

360 Engineering Inc.

Hi ,

Join us for 360 Engineering firm's 20th-anniversary celebration. We'll reflect on the past two decades of hard work, dedication, and innovation. Celebrate our milestones and achievements with colleagues, clients, and supporters.

Celebrate with 360 Engineering

October 12, 2023 | 4:00-8:00 p.m.
Buffalo Rose | Golden, CO
* Please respond by September 29th.

RSVP TODAY

After you RSVP, [CLICK HERE](#) to add the 360 Engineering 20th Anniversary celebration to your calendar.

This event is an opportunity for everyone to connect and reminisce about our journey. Enjoy tasty bites, refreshing beverages, and live music! We look forward to the future and remain committed to delivering high-quality mechanical engineering solutions and consulting services that positively impact building owners and end-users.

Don't forget to **RSVP by September 29**. , we are excited to celebrate with you on October 12!

Thank you,
Stacey Richardson, CPSM
Director of Business Development

360 Engineering Inc.
CELEBRATING 20 YEARS

360 Engineering, Inc.
751 Pine Ridge Road, Suite 360
Golden, CO 80403, USA

10.12.2023

360 Engineering Inc.

*You received this email because you're subscribed to messages from {{ brand name }}.
Click here to [Unsubscribe](#) or [Manage Preferences](#) from all future emails.

360 Engineering Inc.
CELEBRATING 20 YEARS

Thank you for celebrating with us!

www.thelaughingphotobooth.com

360 Engineering Inc.
CELEBRATING 20 YEARS

Thank you for celebrating with us!

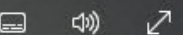
www.thelaughingphotobooth.com

7 - 360 ENGINEERING, INC. - VIDEO



0:00:02

360 Engineering FORWARD



8 - HENSEL PHELPS - SOCIAL MEDIA



9 - ADOLFSON & PETERSON CONSTRUCTION - SPECIAL EVENT (MIXED)



Project Site Poster in English and Spanish



Mailed "Save the Date" Invitations

front

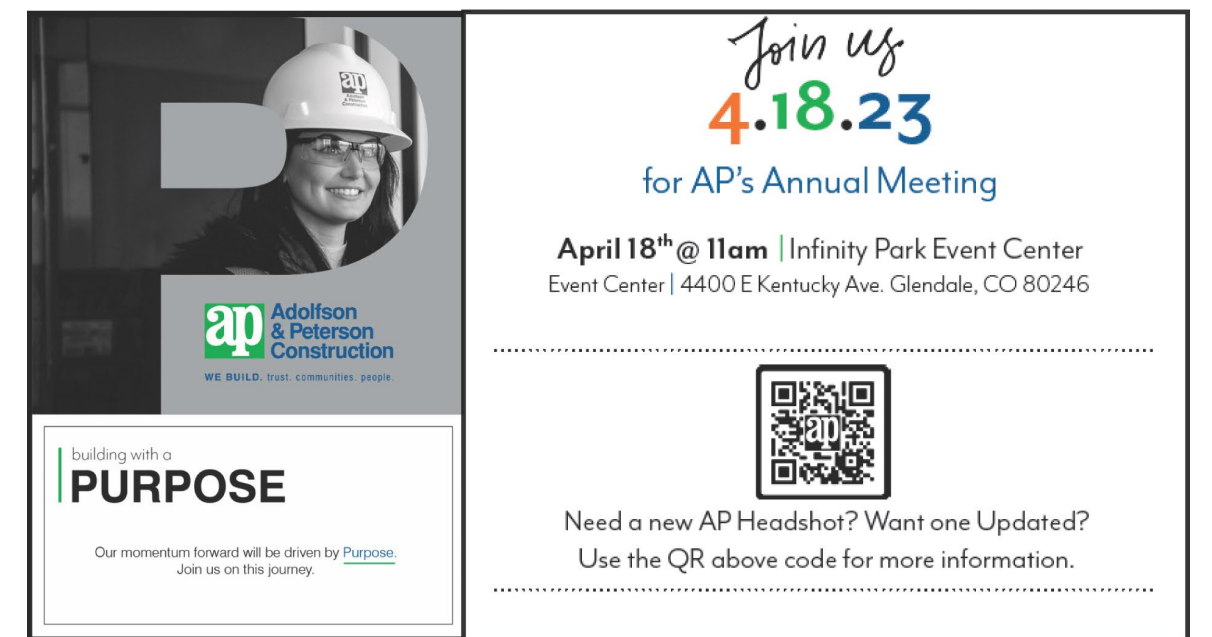


Sam Smith
123 Lane
Aurora, CO 80015

back

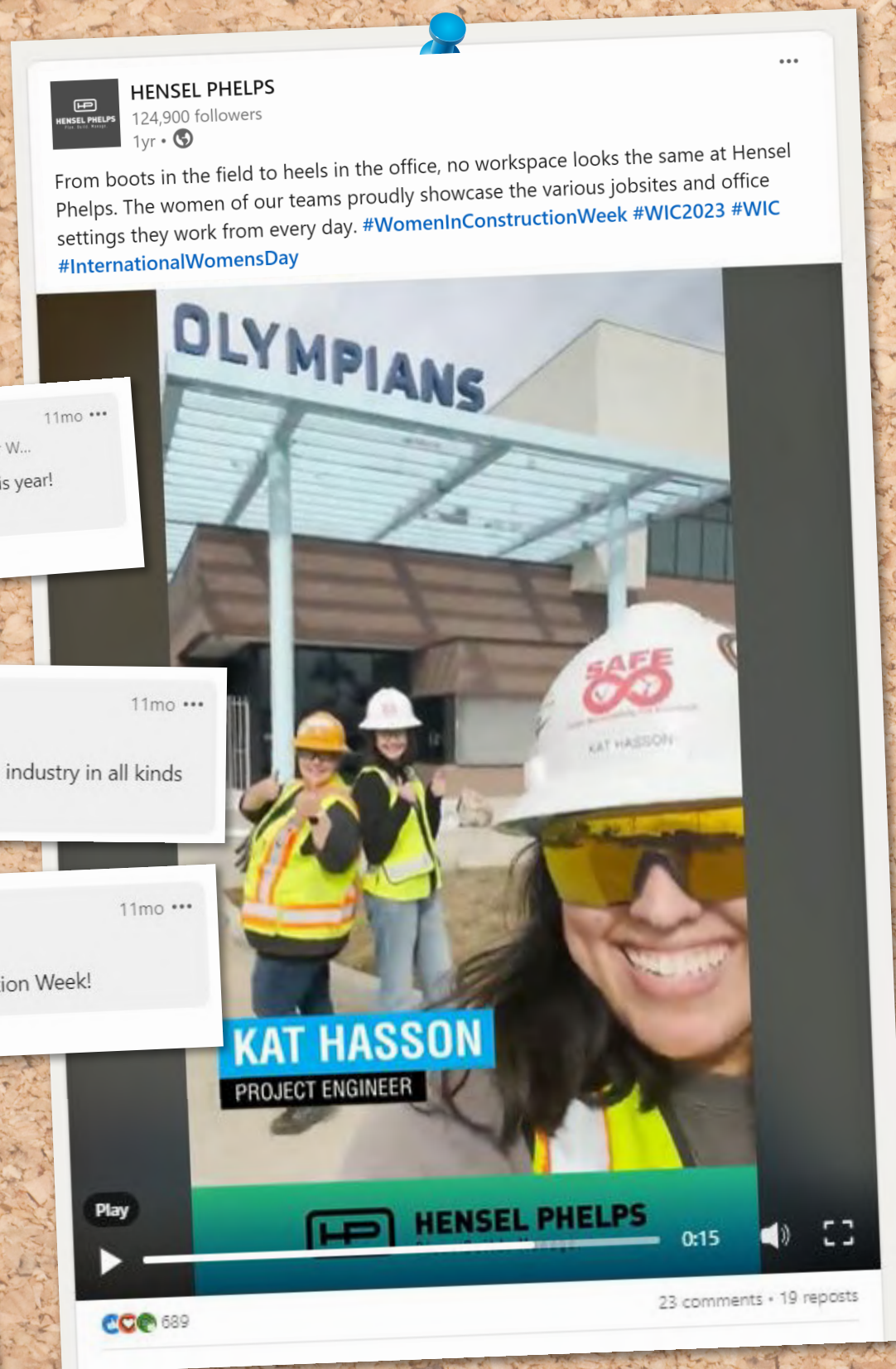
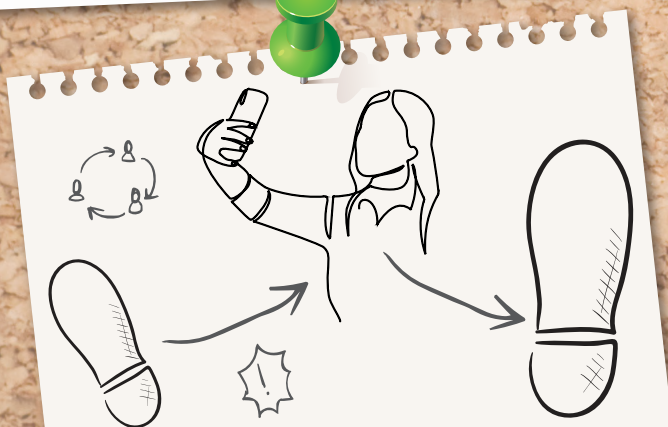
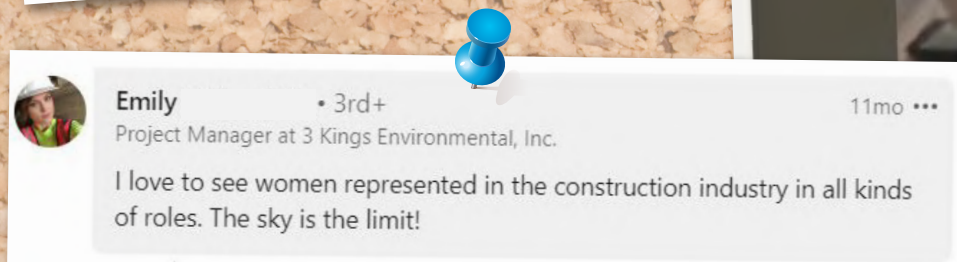


Digital Invites



10 - HENSEL PHELPS - VIDEO

#WIC2023
#WomenInConstruction



11 - PCL CONSTRUCTION - HOLIDAY PIECE (PRINT)

PCL Construction's Cajun Classic Event

The PCL Cajun Classic, epitomizes the essence of community engagement and giving back. The event was a fundraising golf tournament and Cajun boil, benefiting Windsor Booster Club. While PCL's solidifying our presence in Northern Colorado with our commitment to philanthropy and community projects. The Cajun Classic, an experience-driven event, catalyzed community-building, fostering relationships and creating lasting brand value. The Cajun Classic event represents an innovative approach to philanthropy and community support.

168

Golf Participants

100+

Additional Attended Crawfish Boil

\$25,000

Raised for Local Charity

\$15,000

Additional Value in Marketing, Advertising and Brand Awareness



THE BRAND



FOOD & PROGRAMMING



PROGRAMMING:

- + Crawfish Boil
- + Bloody Mary Bar
- + 360° Selfie-Station
- + Nuggets Drumline
- + Raffle & Prizes
- + Activities at each hole
- + Team Costume Contest
- + Golf Cart Decorating Competition

GOLFING



Charting The Course

Muller's Brand Evolution

Create Places

01

Describes

Describes what you do, how you do it, and why you do it

A Culture of "Togetherness"

02

Distinguishes

Distinguishes you from other companies in the same space

Focus on Three Pillars:
Community, Clients, People

03

Guides

Guides the company into the future - provides purpose

Creating Together
Creating Better, Together
Creating Places, Together

04

Inspires

Inspires those inside and outside the firm

Creating Better Places, **Together.**

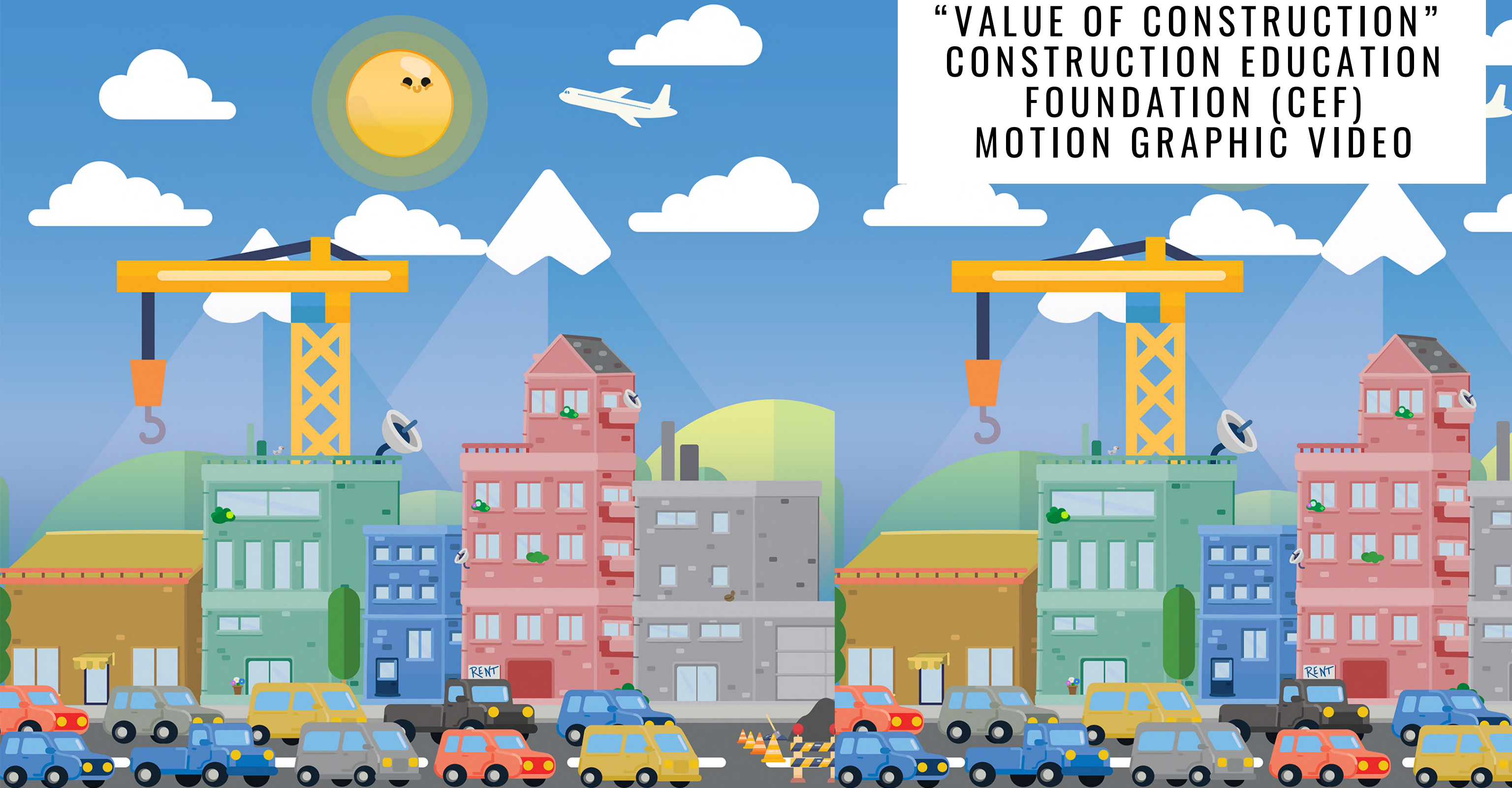


virtual tour



mullereng.com

“VALUE OF CONSTRUCTION”
CONSTRUCTION EDUCATION
FOUNDATION (CEF)
MOTION GRAPHIC VIDEO



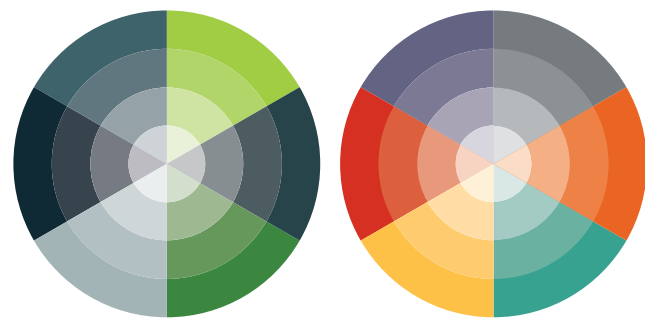
15 - BOLD BRAND - CORPORATE IDENTITY

before



after

DELVE
underground



Secondary Color Palette

name	haze	lagoon	graphite	engine	omega	beam
pantone	667	570	444	485	158	134
cmyk	68/62/30/8	74/15/51/1	15/8/8/55	5/93/100/8	4/75/100/0	0/26/82/0
hex	636384	3ba28f	757a7e	d23423	e96425	fec148
rgb	99/99/132	59/162/143	117/122/126	210/52/35	233/100/37	254/193/72

**BOLD
BRAND™**

BRAND GUIDELINES

v04.24.2023

DELVE
underground

Dot & Lines Usage

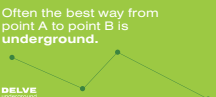
Graphic Elements

Dots and lines can be powerful elements within the Delve Underground brand identity. Use of the lines should be limited to single line weights and consistent use of dots and concentric circles.

The following examples demonstrate this concept, but would not always exist with such ample "white space" devoid of other content.

For web or video usage, the dots and lines may be used as builds or in motion.

Marketing is not limited to these specific examples.



BRAND GUIDELINES

DELVE

Project Timeline



A
Cushing Terrell
PUBLICATION

Scan to read
the Magazine



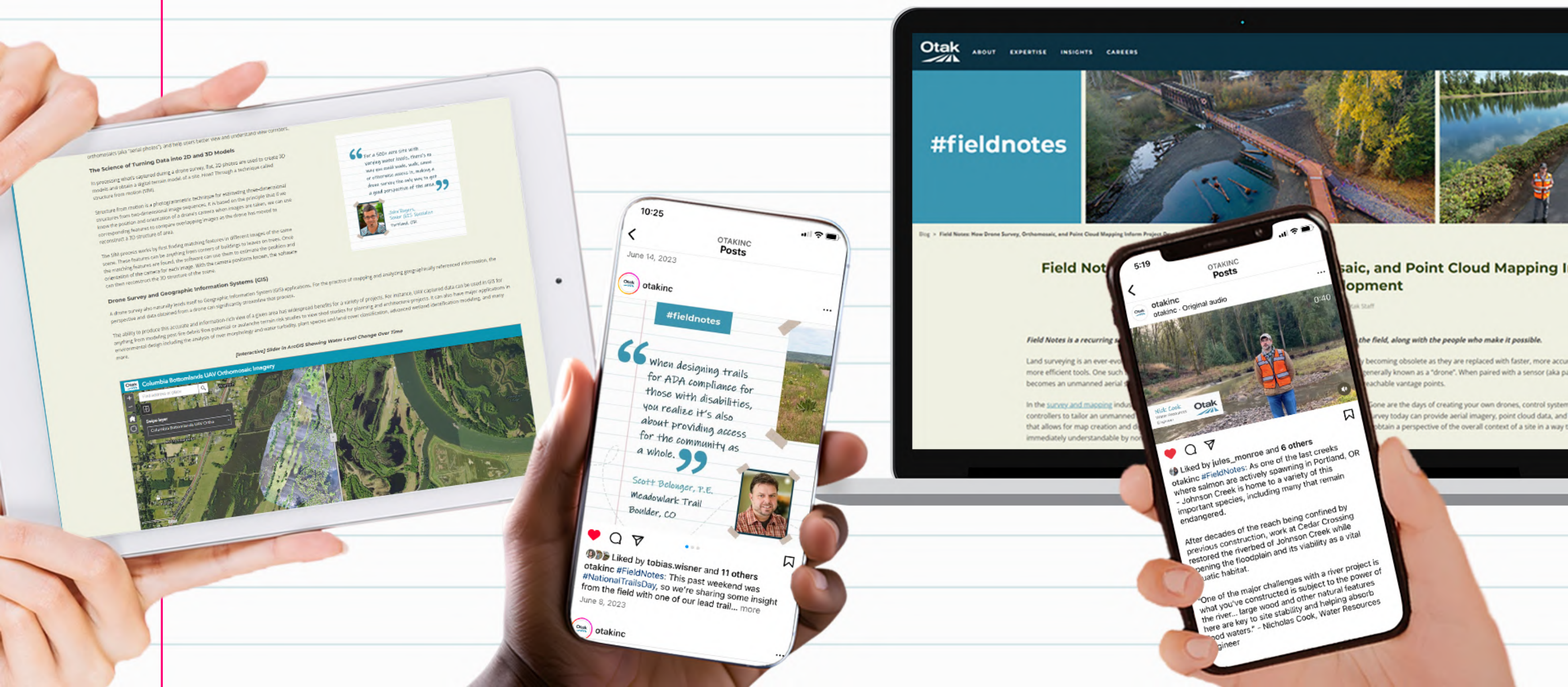
Dive In!

[cushingterrell.com/
design-meets-you-magazine](https://cushingterrell.com/design-meets-you-magazine)



#fieldnotes

Impactful projects and people brought into focus from the field.



“GERRY”

CORPORATE IDENTITY



EXTERNAL VIDEO

EXTERNAL VIDEO 2023



70th Anniversary

PROMOTIONAL CAMPAIGN



SPECIAL EVENT

70th Holi-versary Party



YES, I CAN'T WAIT: _____
PLEASE PROVIDE FIRST AND LAST NAME
EMPLOYEE: _____
GUEST: _____

NO, I'M GOING TO MISS IT: _____

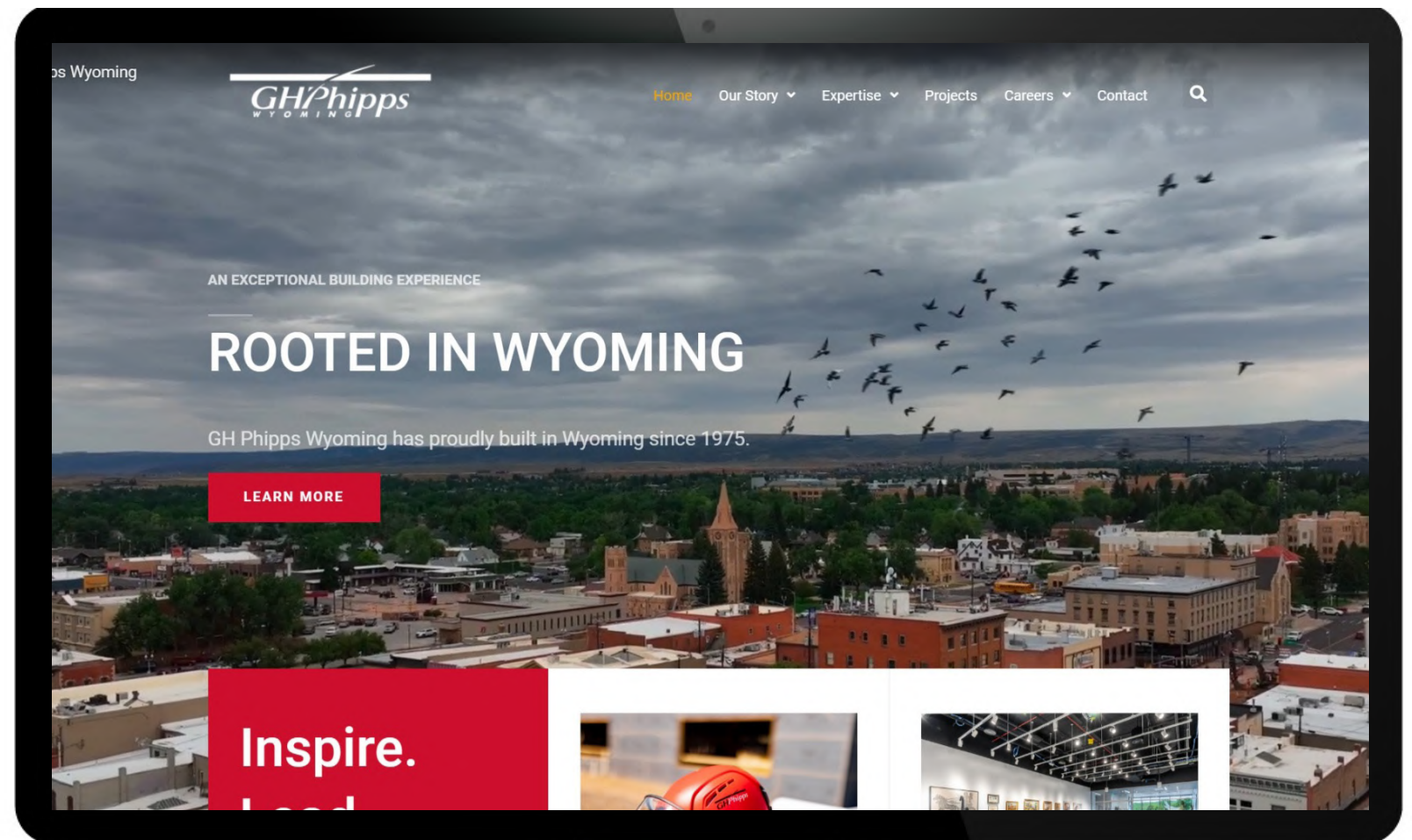


YES, I CAN'T WAIT: _____
PLEASE PROVIDE FIRST AND LAST NAME
EMPLOYEE: _____
GUEST: _____

NO, I'M GOING TO MISS IT: _____

GH Phipps Wyoming

External Website



Small Giants Giant Life Magazine



24 - COLLAB ARCHITECTURE - PRO BONO

GINGERBREAD SHOWDOWN 2023

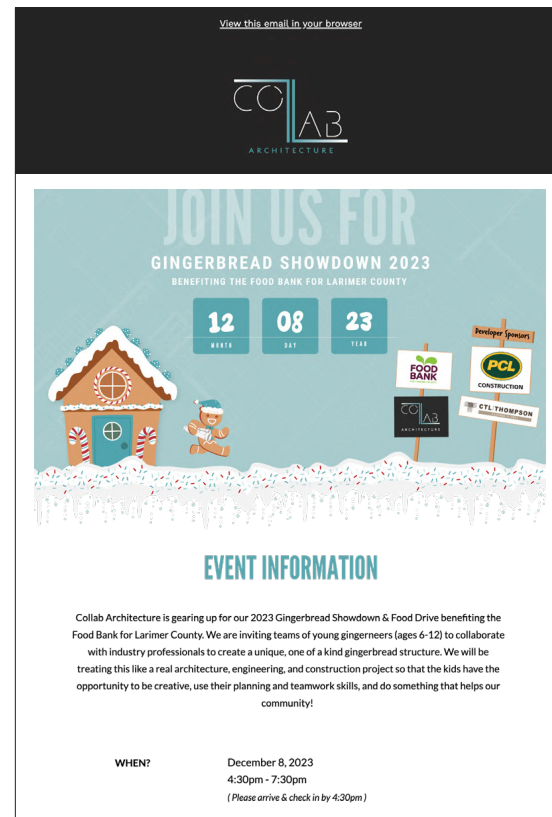


BENEFITTING THE FOOD BANK FOR LARIMER COUNTY

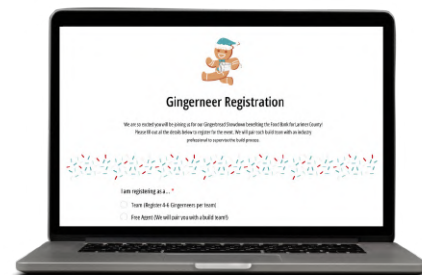
A family-friendly fundraiser for the **Food Bank of Larimer County**, where industry partners introduced kiddos to the joy of architecture, construction, and engineering through a gingerbread build.

The event successfully raised food and funds for an important cause, all while sharing the importance of giving back.

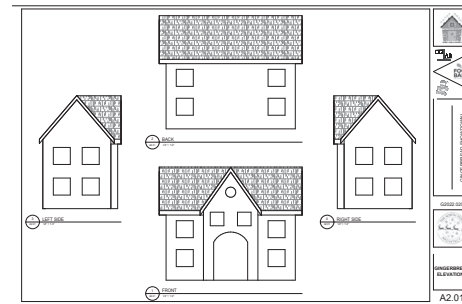
EVENT PROMOTION & MATERIALS



Above: Example of e-mail campaign



Above: "Gingerneer" Registration Portal



Above: Gingerbread house elevations



Above: Apron & team hard hat design - given to each participant

EVENT HIGHLIGHTS



BY THE NUMBERS:

14 GINGERBREAD CREATIONS

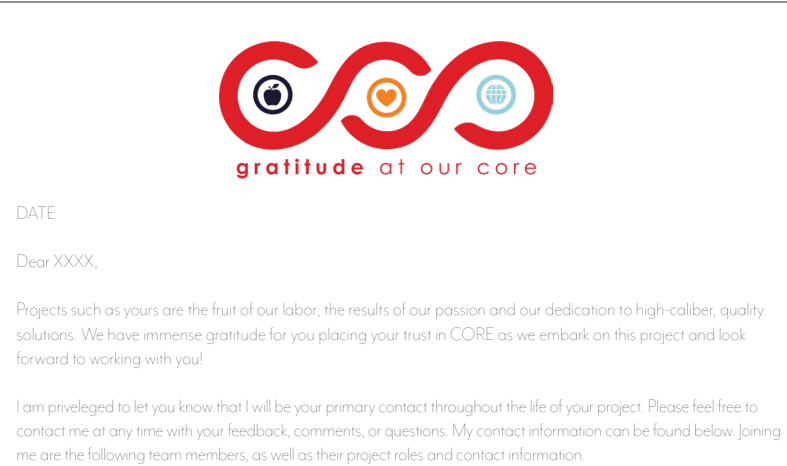
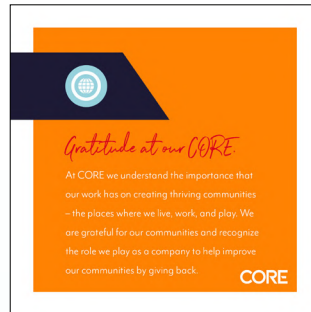
23 INDUSTRY PARTNERS

46 GINGERNEERS

500 lbs OF FOOD

\$4,000 IN DONATIONS

25 - CORE CONSULTANTS, INC. - BRAND AWARENESS CAMPAIGN



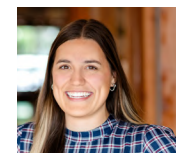
YOUR PROJECT TEAM



**FIRST, LAST
Title**
email | phone



**FIRST, LAST
Title**
email | phone



**FIRST, LAST
Title**
email | phone



**FIRST, LAST
Title**
email | phone

Finally, as part of CORE's proven project process, and as a token of our appreciation, my team would like to learn a bit more about what's most important to you as we work together and have you select a gift following the survey. Could you spare a few minutes to complete your project wish list at the link below? As we kick things off, your answers will help us to better understand your needs, align the entire team to the project goals, inform expectations for collaboration, and form the foundation for successful outcomes. Thanks!

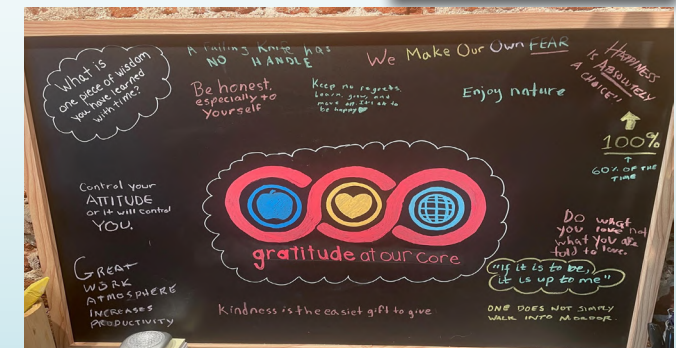
LINK TO QUICK SURVEY AND GIFT SELECTION

As a CORE client, your satisfaction will be top of mind as we wish to continue a mutually beneficial business relationship. On behalf of CORE and the project team, we look forward to making your project a success!

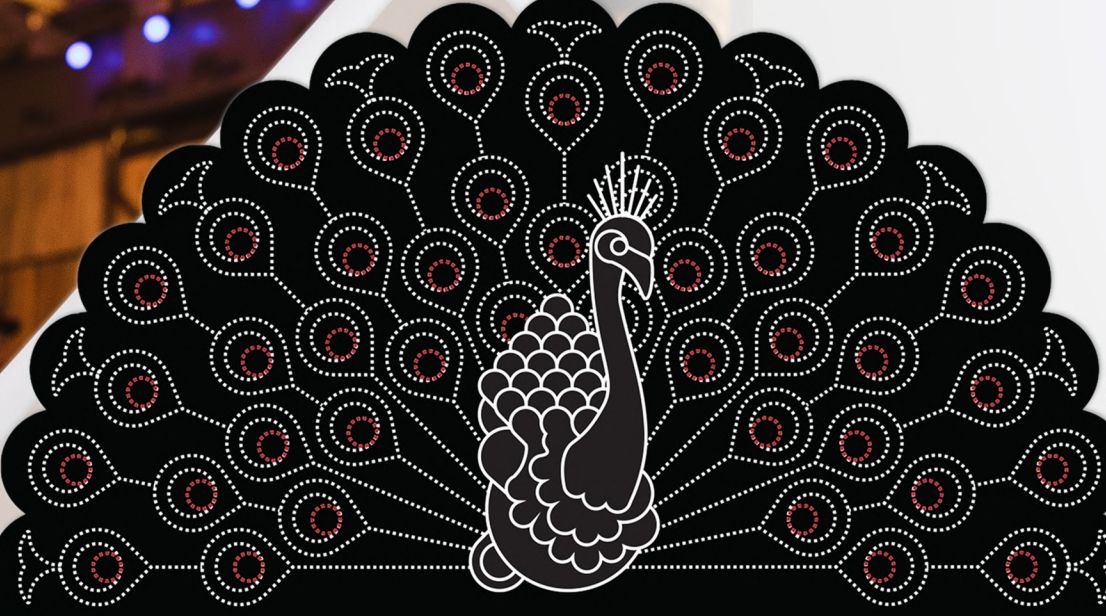
Let's Do This!

Sincerely,

XXX



26 - IRON WOMAN CONSTRUCTION - HOLIDAY PIECE (PRINT)



Iron Woman
An Employee-Owned Company


Holiday Celebration
ZOO LIGHTS & SANTA

DENVER ZOO
@ Zoo Gardens Pavilion & Plaza
2300 Steele St., Denver, CO 80205

DECEMBER 9, 2023
5:30PM - 9:00PM

5:30PM	ZOO LIGHTS TOUR
6:30PM	COCKTAILS & DINNER VISIT WITH SANTA
7:30PM	S'MORES BY THE FIRE

**RSVP
REQUIRED**



*Please dress for the weather as there will be outdoor activities.



Iron Woman

An Employee-Owned Company

WHO WE ARE

WHAT WE DO

CAREERS

CONTACT

Q

Search...

Building Today For A Sustainable Tomorrow

At Iron Woman, we pride ourselves on building communities, not just infrastructure. Our work, with attention to safety and quality, makes it possible for families to travel safely to and from work every day and to have open spaces and beautiful communities to enjoy.

Who We Are

Iron Woman embraces complexity. Our value comes from the complex problem-solving power of combining each of our divisions and services to provide whole solutions. From our trucking roots, we’ve diversified into builders with a focus on water infrastructure, environmental, mining, and logistics. Our sustainable infrastructure solutions solve increasingly complex problems.

ABOUT IRON WOMAN

www.IronWomanCon.com

Project Portfolio

All Projects

DIA HOTEL & LIGHT RAIL

The DIA Westin Hotel and Light Rail Expansion utility infrastructure buildout consisted of significant storm and ...

VIEW PROJECT

POLISHING POND DECOMMISSIONING

Iron Woman was contracted to decommission two polishing ponds at the power plant. The project included hauling an...

VIEW PROJECT

Our Hiring Process

01.

Application Submission

02.

Resume Screening

03.

Screening Call

04.

Assessment Test

(Driver Road Test)

05.

In-Person Interviewing

06.

Background/Drug Checks

07.

Reference Checks

(Driver's DQ Files)

08.

Decision & Job Offer

Iron Woman Team Snapshots

I grew up with them and learned and now I am Foreman. I am very thankful to these guys to give me the opportunity

IVAAN SANTANA

PROJECT FOREMAN

Proud to Work at Iron Woman - employee test...

WEST REGION ENEWS

» IN AN EFFORT TO MINIMIZE THE NUMBER OF EMAILS BEING SENT TO EMPLOYEES AND TO DRIVE MORE TRAFFIC TO OUR WEST REGION CONNECT PAGE, WE CREATED A MONTHLY REGIONAL ENEWS



Best in the West – OSU VDC Coaches

Thanks to all the coaches who helped the OSU VDC team prep for the ASC Student Competition this year. Students started working with our JE Dunn coaches in the fall and continued through the winter to build and finalize their presentations for the ASC Reno competition (taking place next week!). [Read more.](#)

For all employee spotlights, go [here](#).

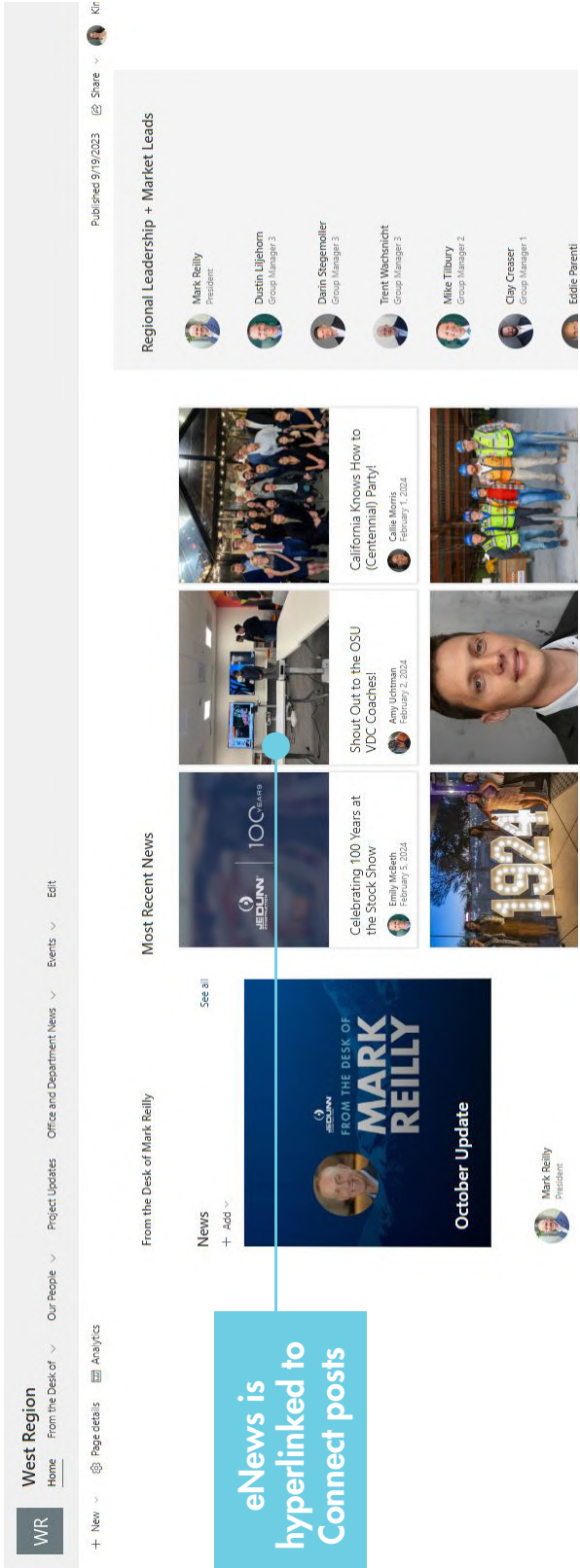
Recognize a Job Well Dunn!

This year, Colorado State University’s Department of Construction Management honored Matt Betts with the CM Friend of the Department Award. This award is given in recognition of individuals, organizations, or businesses that have demonstrated exceptional leadership and made notable, voluntary contributions in building industry–construction education partnerships which strengthen Colorado State University’s Construction Management program. [Read More.](#)

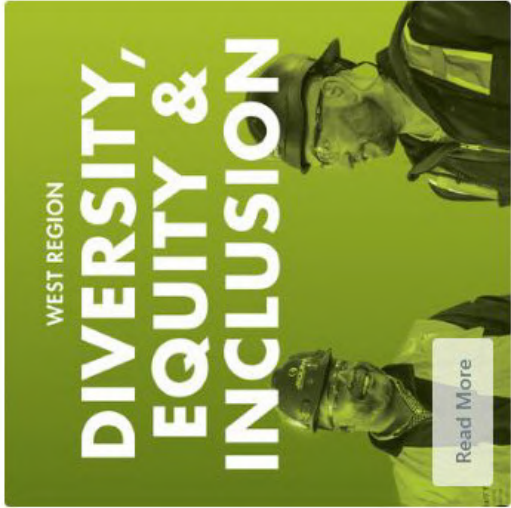
Have you witnessed greatness within JE Dunn? Nominate a fellow employee or event to highlight on Connect. Email your nominee to your local marketer and include a few reasons why you want to recognize them.

WEST REGION CONNECT PAGE REVAMP

» OUR GOAL WAS TO CREATE CONSISTENCY, EFFICIENCY, AND SUSTAINABILITY THROUGHOUT THE WEST WITH OUR INTERNAL COMMUNICATIONS. **CONNECT BECAME THE PRIMARY REPOSITORY FOR REGIONAL NEWS.**



eNews is hyperlinked to Connect posts





Above:
Front of Holiday Card. Printed on soft touch paper with silver spot foil.



Above:
Back of Holiday Card. Printed with digitized spot foil signatures and a space for personalized messages.



Above:
Collab team with donations for Serve 6.8.

JOY!

BLENDING SEASON'S GREETINGS, CLIENT APPRECIATION, & COMMUNITY SUPPORT



30 - JVA CONSULTING ENGINEERS - PROMOTIONAL CAMPAIGN

Pride Month at JVA



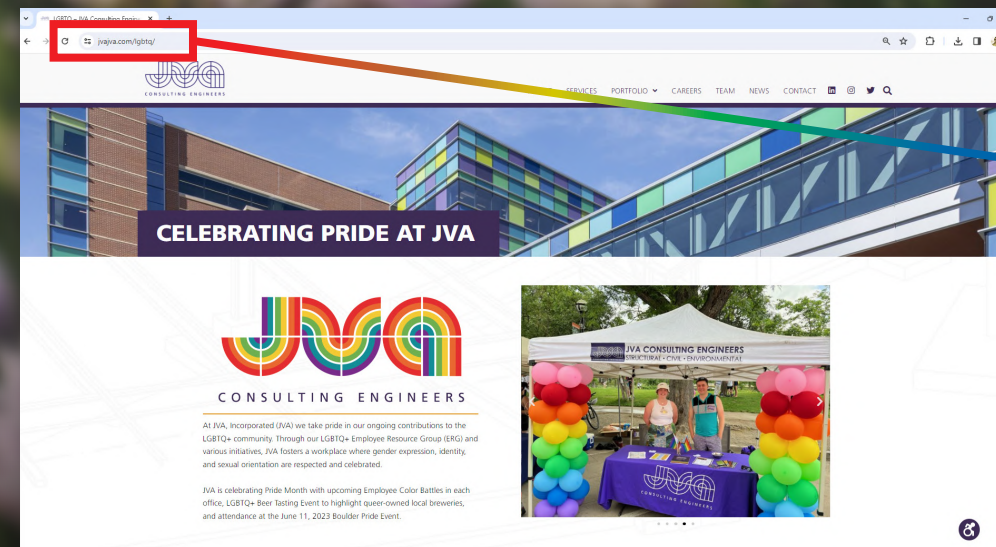
Native Wildflower Seed Packets



Sponsoring Boulder Pride Fest



Office Color Battles



Website Splash Page

www.jvajva.com/lgbtq/



MATTHEW S. KRALL | Marketing Director, Regional Office Manager, Associate
he/him/his

JVA, Incorporated
1675 Larimer Street, Suite 550, Denver, CO 80202
Direct: 303.565.4896 | Mobile: 303.641.6432 | Office: 303.444.1951
www.jvajva.com | [LinkedIn](#) | [Twitter](#)

Boulder | Fort Collins | Winter Park | Glenwood Springs | Denver

[Click here to see how JVA is celebrating Pride Month](#)

Pride Logo and Email Signature

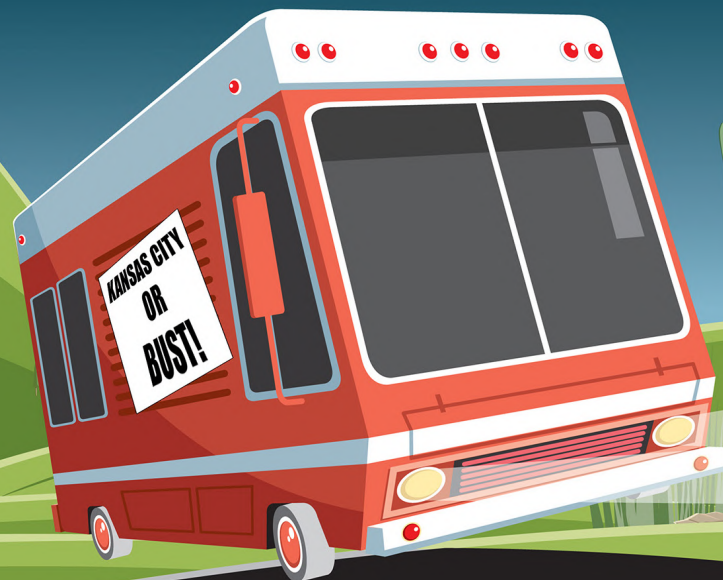




KANSAS CITY HERE WE COME!

A video announcing Martin/Martin's newest office opening in Kansas City.

Video Link: <https://vimeo.com/martinmartininc/kansascity>



MARTIN/MARTIN
CONSULTING ENGINEERS

Mueller Engineering Recruiting Video



Creating Better Places, **Together.**

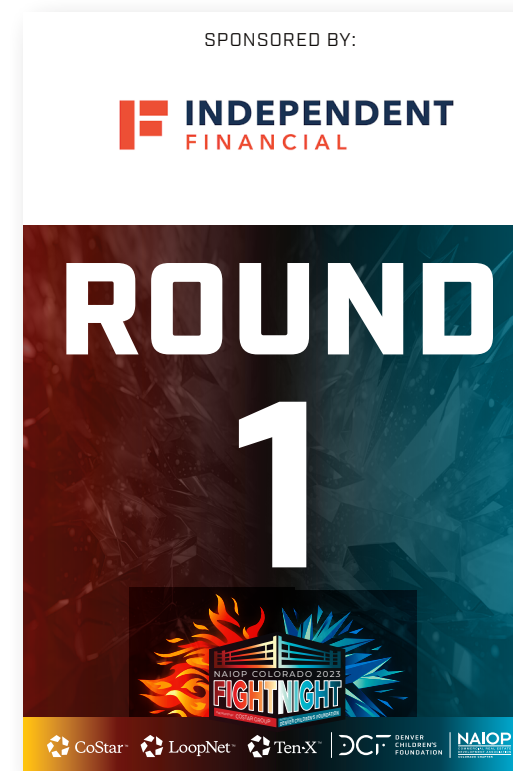


<https://vimeo.com/906551580/cb69bb8a9c?share=copy>



33 - SMALL GIANTS - PROMOTIONAL CAMPAIGN

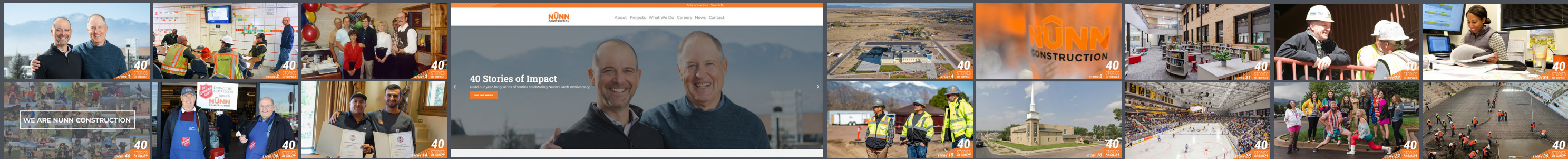
NAIOP Fight Night Collateral



“40 Stories of Impact”

A year-long anniversary series of 40 stories written in-house on our history, projects, and client’s successes.

40
STORIES
OF IMPACT



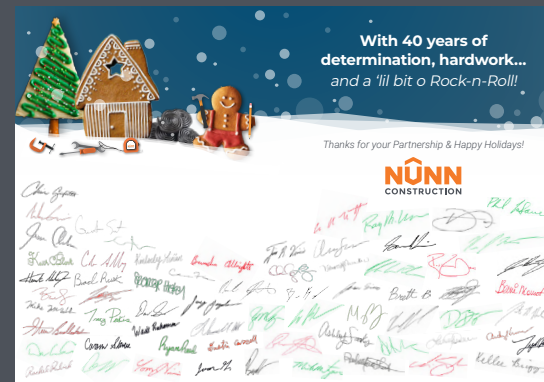
Click on any thumbnail above to read that story or our homepage to see the entire “40 Stories of Impact” series.

We partied like it was 1983...

In addition to our “40 Stories of Impact” series, we threw an 80’s party for our clients with Nunn Rubik cubes and fanny packs, and the same 80’s theme and graphics visited our staff summer picnic tees, and client holiday gifts (socks & cards an annual Nunn tradition). All design was completed in-house.



40th Anniversary Card
(Front/Back)



(Inside)



Employee Summer
Picnic Tee (Back)



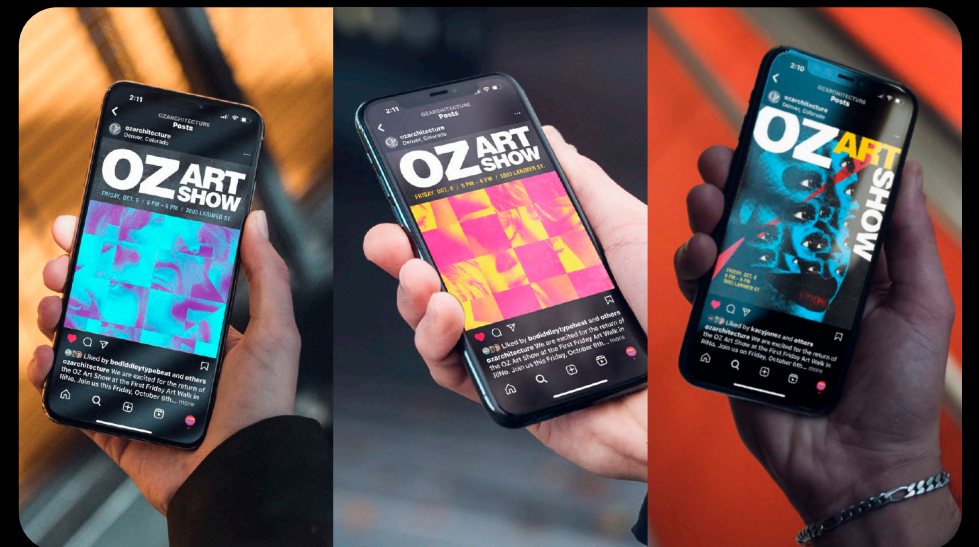
40th Anniversary
Client Gift Socks

Nunn
Fanny Pack

40th Anniversary
Founded: May 3, 1983

35 - OZ ARCHITECTURE - SPECIAL EVENT (MIXED)

OZ Architecture



36 - PCL CONSTRUCTION - SPECIAL EVENT (MIXED)

PCL Construction's Page 13 Event

Page 13 integrated print and online components to attract our audience to a unique holiday season offering. The Page 13 event offered an alternative to traditional holiday gifts and uninspired parties to provide a distinctive experience for top clients and subcontractors. Where the utter predictability of client gift baskets is often a waste of resources, the event created a unique opportunity to engage guests, leaving a distinctive impression. Guests were not entirely sure what to expect until they arrived and experienced it for themselves. By obscuring the exact event details, PCL transformed curiosity into interest. The immersive speakeasy-themed event aimed to intrigue, entertain, and offer a memorable escape to guests before the holidays.

420
In Attendance

Programming:

- Whiskey tasting
- An illusionist
- Table games
- 1920's-themed entertainment
- Six signature cocktails in a 1925 historic lounge
- Gambling



Landing page of custom event website: WWW.PAGE13DENVER.COM



Marketing Goal:

Create alternative to traditional holiday gifts and uninspired parties to provide a truly unique experience for top clients and subcontractors

Target Audience:

PCL's top Denver District clients and subcontractors

Outcome:

Generated significant buzz on social media, with positive comments and emails showcasing the event's success. By hosting this event, we saved \$16K, but gained facetime and experience building with our clients.



"Our industry is full of 'rinse and repeat' events, but what you did was something so unique and creative! This thoughtfulness shows through in the work we do together."

-Brett Leonhardt



Custom print materials developed for event



Wanted posters of attendees printed and hung throughout venue.

SCAN HERE
to see the Page 13 in full swing






MECHANICAL DIGITAL BROCHURE



To accommodate our client's paperless preference and to distinguish ourselves from competitors, we curated a digital brochure detailing our mechanical division's project expertise. This innovative brochure is designed as a scrollable, interactive PDF, enhancing the user experience and showcasing our commitment to adaptability and modern solutions.

The The interactive PDF is meticulously designed to ensure a smooth and engaging user experience. It offers seamless navigation, allowing clients to effortlessly access extensive information on the RK website, delve into RK Mechanical's offerings and initiate direct phone contact with us when viewed on a mobile device.



2022	0.58	1.38	0.64	1,874,792
2021	EMR 0.69	TRIR 0.98	DART 0.00	Manhours 1,629,847
2020	EMR 0.62	TRIR 1.17	DART 0.00	Manhours 1,526,031

FACILITIES

+660,000 total square feet of clean manufacturing, fabrication, warehouse and office space under roof.

70 pieces of cutting-edge equipment including, robotic welders, a pipe detailer and much more.

232 TON fixed crane capacity between all of our facilities including a Comblift that runs on clean diesel.


+40,000 pound forklift capacity

PROJECT EXPERIENCE

RK Mechanical has completed over **120 life sciences projects** for various clients.

MERCK | 32,000 sq. ft. | \$5.1 M

The Merck pharmaceutical microbial process development and manufacturing facility in Boulder, Colorado, is a commercial manufacturing plant and advanced research and development facility. This project consisted of facility modifications to accommodate Level 3 clinical trials. The scope included installing a new exhaust duct and balance system to meet the process area and room pressurization requirements. RK installed a new GMP parts washer and modified existing clean utilities to accommodate the installation, including clean steam, WFI and pure water. RK also installed a new product weigh booth and the associated plumbing and HVAC system. RK fabricated, transported and installed the clean utility systems piping, process BPE and cGMP systems, underground plumbing, above-ground plumbing and HVAC ductwork. This included stainless steel, transfer panel modifications, passivation, quality control



NIST | 120,000 sq. ft. | \$39.9 M

The National Institute of Standards and Technology (NIST) is a high-performance laboratory and research space. NIST Boulder Laboratories conducts research in a wide range of chemical, physical, material and information sciences and engineering.

Totalling \$463 M

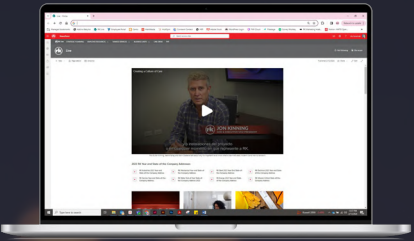


DIGITAL FILE LINK

Designed in an infographic style, the brochure's visual appeal and user-friendly format enhance the corporate brand colors, taking RK's brand to the next level. The darker, edgy feel complements impressive statistics, while line art style renderings infuse modern design with the intricacies of our products. This strategic blend of design elements emphasizes our complexity, conveying crucial information at a glance in RK's professional voice and tone.



STATE-OF-THE-COMPANY
PROMOTIONAL CAMPAIGN



SOTC VIDEO SERIES

RK’s in-house marketing and communications team produced an engaging series of nine SOTC videos for 2023, including one corporate mid-year update, seven business unit updates and a final corporate year-end update. The videos spotlighted insights from our CEO, COO and the presidents of RK’s seven business units. Filmed entirely within RK’s own media studio, these videos showcased dynamic B-roll, innovative green-screen effects and were also translated into Spanish, enriching the viewing experience for a broader audience.



SEVEN BUSINESS
UPDATE VIDEOS

broadcast weekly over three months.



We launched each video companywide through a targeted email and text campaign, featuring them in our weekly and biweekly newsletters and recommending shared viewings to strengthen team bonds.



CAMPAIGN RESULTS

9	2	506	1,517
TOTAL VIDEOS	Corporate Videos at 15 minutes each	Average Views	Target Audience
7	4.2	87.6%	
Business Unit Videos at 10 minutes each	Stars Content Avg. Rating	Of Viewers Watched Together	

IN-HOUSE PRODUCTION

VIDEO

Pre-Production: script writing, content development, planning visual elements and logistics.

Production: camera, sound and lighting equipment prep.

Post-production: editing, adding graphics and audio.

COMMUNICATIONS

Emails and Texts: Communications and survey strategy, content development and distribution.

Feedback survey development and distribution.

Coordination of timelines, resources and personnel.

GRAPHIC DESIGN

Strategy and production of all visuals as a streamlined campaign for all nine videos and communications.

SAUNDERS CRISIS TRAINING



The future is unpredictable. We all will likely face a crisis that impacts our business, teams, communities, and ourselves. ***This is why preparing for a crisis is critical to personal safety and business continuity.***



RESULTS

184 employees trained

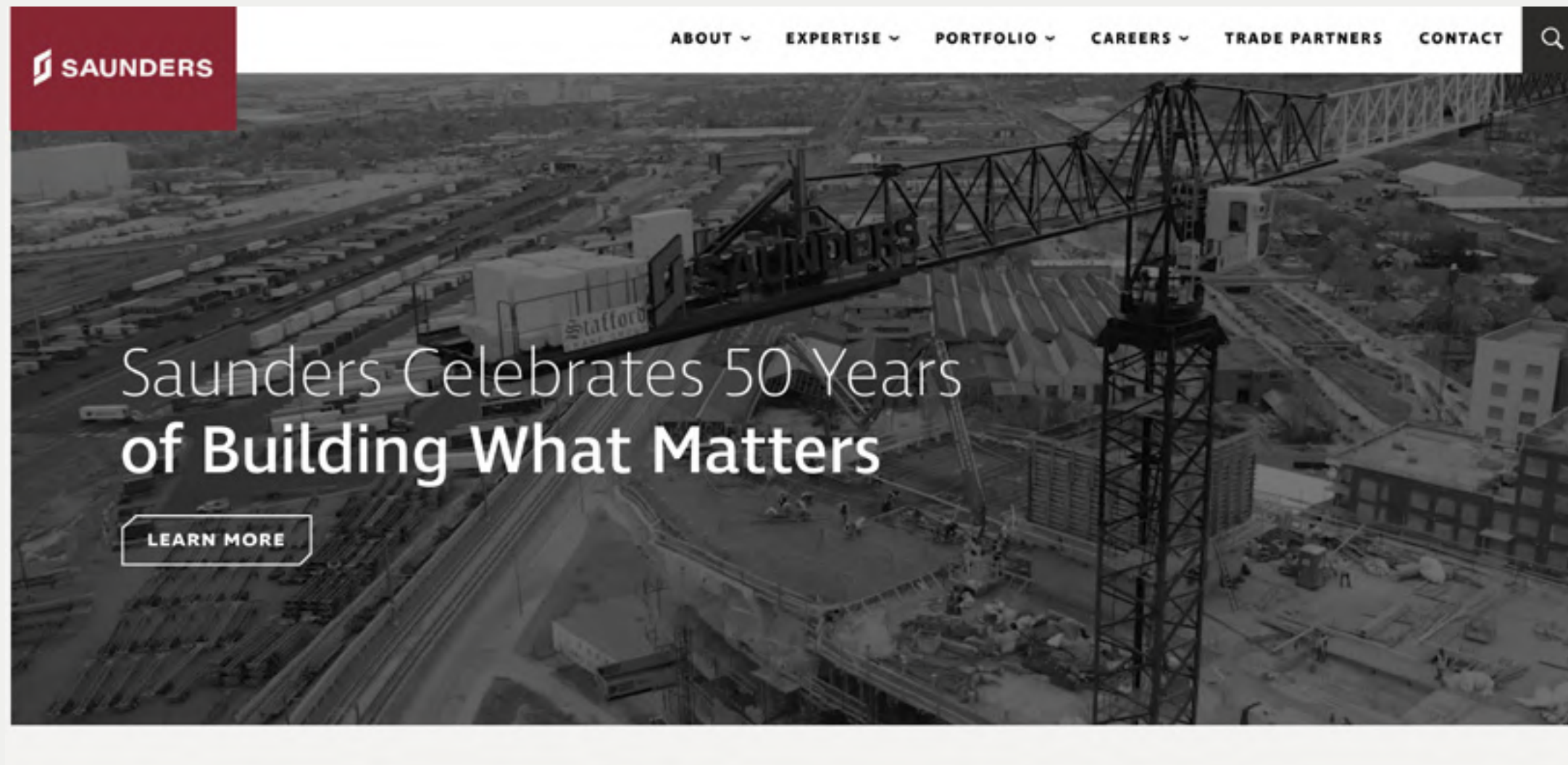
99% of attendees
believed the content
was relevant

3 subsequent crises
managed without
incident

"I just feel better prepared to assist. I'd definitely spend some more time pre-planning crisis situations."

SAUNDERS **WEBSITE** REFRESH

With a new, modern flair, the website leads Saunders into a new era and plays an important role in reinforcing us as a trusted and recognizable brand in the industry.



POST LAUNCH STATS

35.9% increase in total website users

39.2% increase in new website users

24.2% increase in sessions

36.5% increase in organic traffic - **doubling our goal!**

Visit the website at <https://saundersinc.com>

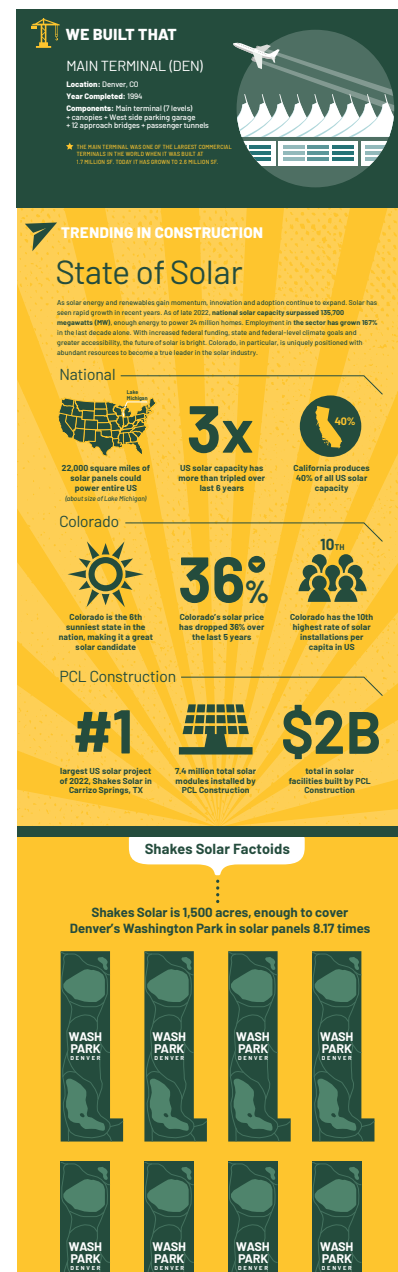
THE DIG: PCL Colorado's Monthly Newsletter

THE DIG, our external newsletter, is a dynamic blend of print and digital media designed to position PCL as a thought leader in the construction industry. THE DIG captivates our audience, showcasing our iconic projects, thought leadership, and industry trends. Its value is heightened by its tie-ins to a social media campaign, creating a richer brand story and marketing efficiencies for PCL. THE DIG successfully combines innovative content, with a targeted engagement strategy to establish PCL as a thought leader in the construction space.

Newsletter Successes:

2x higher open rate than industry average

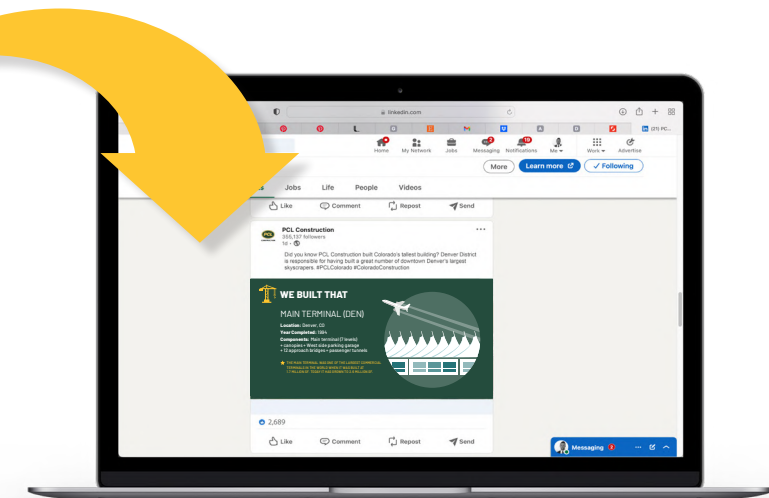
3x higher click rate than industry average



The Newsletter

PCL Colorado developed a one-of-a-kind, infographic newsletter that engages people with less content, more visuals and more value. The newsletter is sent monthly and topics all relate back to key pillars outlined in our strategic communication plan:

- **Project Updates**
- **PCL Culture**
- **Community Involvement**
- **Thought Leadership**



Social Media Integration

The newsletter was built to break down into **5-6 pieces of unique content** which could be offered a second life each month through social media, reaching a broader audience and saving **5+ hours of staff time per month**, and offering subscription links to recruit new subscribers.

Employee Competition

We introduced an **internal competition for employees** to share newsletter content via social media to win #PCLColorado swag, further amplifying reach and successfully increasing the number of original posts.



9.54x

More original posts from PCLer's personal accounts as a results of campaign

65

Original posts from PCLer's personal accounts from newsletter content in Dec. 2023

Marketing Goal:

Develop a distinctly unique newsletter to educate an external audience on PCL Colorado, but to also define ourselves as an industry thought leader.

Target Audience:

Curated list of PCL Colorado's top clients
1,541 Total monthly recipients

Outcomes:

THE DIG received glowing reviews from industry players and requests to imitate the design approach occurred on more than one occasion. Innovative design allowed the newsletter to generate content for social media channels resulting in:

- **5+ hours of staff time savings per month**
- **9.54x more original posts**
- **65+ original posts of newsletter content on PCLer's personal social accounts per month**

SCAN TO SEE THE DIG >





Click
to watch
our 'Brand
Launch Film'

NORRIS DESIGN

PEOPLE + PLACEMAKING

On the cusp of the most significant rebrand our firm had undertaken in nearly 40 years, we knew our most important audience was our internal team. Without their support and advocacy for our refreshed identity, we would not be able to carry the firm into this new era. We meticulously planned an internal launch event and communications campaign to garner their support, get them excited about our new look, and give them the confidence to share with the market and our clients and colleagues. The reception was overwhelmingly positive and the campaign was highly successful.

44 - CALIBRE ENGINEERING, INC. - PROMOTIONAL CAMPAIGN

Calibre
we ♥ water

Promotional Campaign



External Video | Calibre Engineering

WE LOVE WATER VIDEO



CLICK TO VIEW

NORRIS DESIGN

PEOPLE + PLACEMAKING

PRIMARY LOGO

NORRIS
DESIGN
PEOPLE + PLACEMAKING

NORRIS
DESIGN
PEOPLE + PLACEMAKING

NORRIS
DESIGN
PEOPLE + PLACEMAKING

SECONDARY LOGO

NORRIS DESIGN

NORRIS DESIGN

NORRIS DESIGN
PLANNING | BRANDING | LANDSCAPE ARCHITECTURE

MONOGRAM

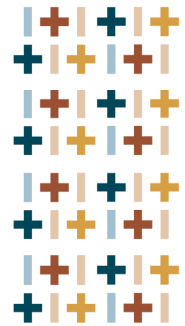
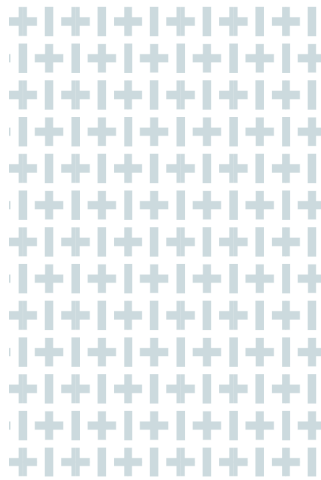
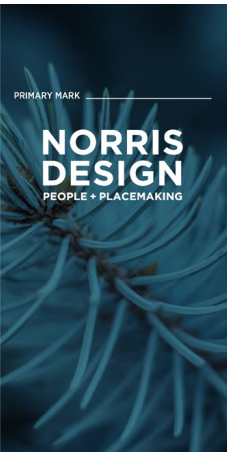


SIMPLIFIED PRIMARY

NORRIS
DESIGN

NORRIS
DESIGN

NORRIS
DESIGN



BRAND IDENTITY

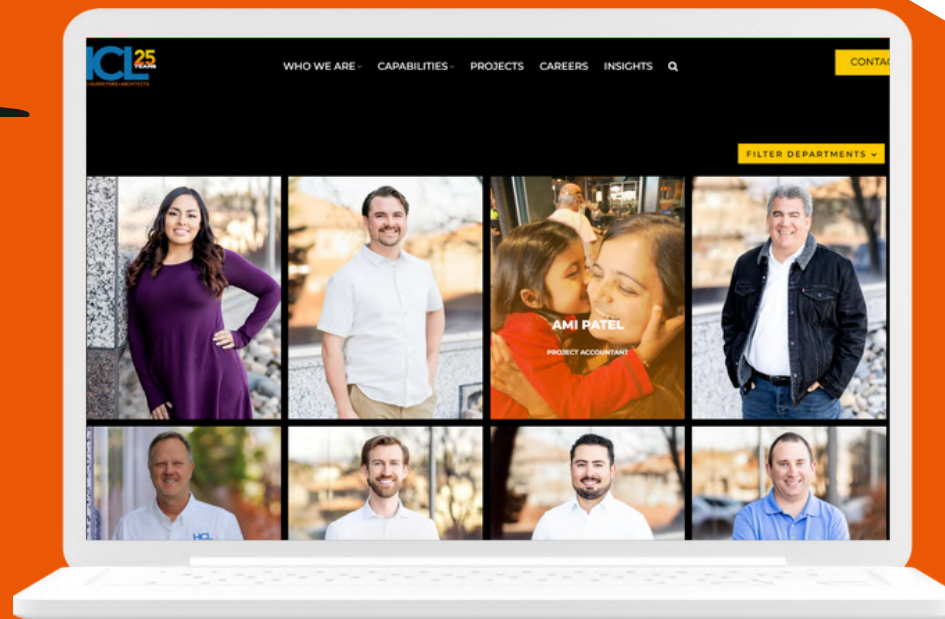
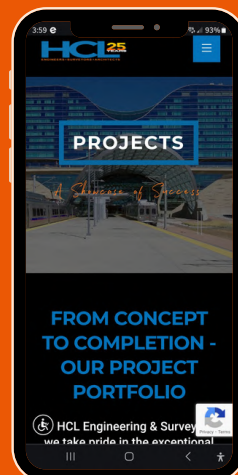
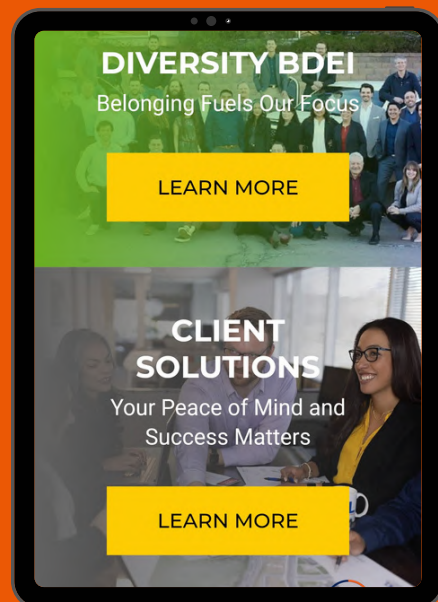
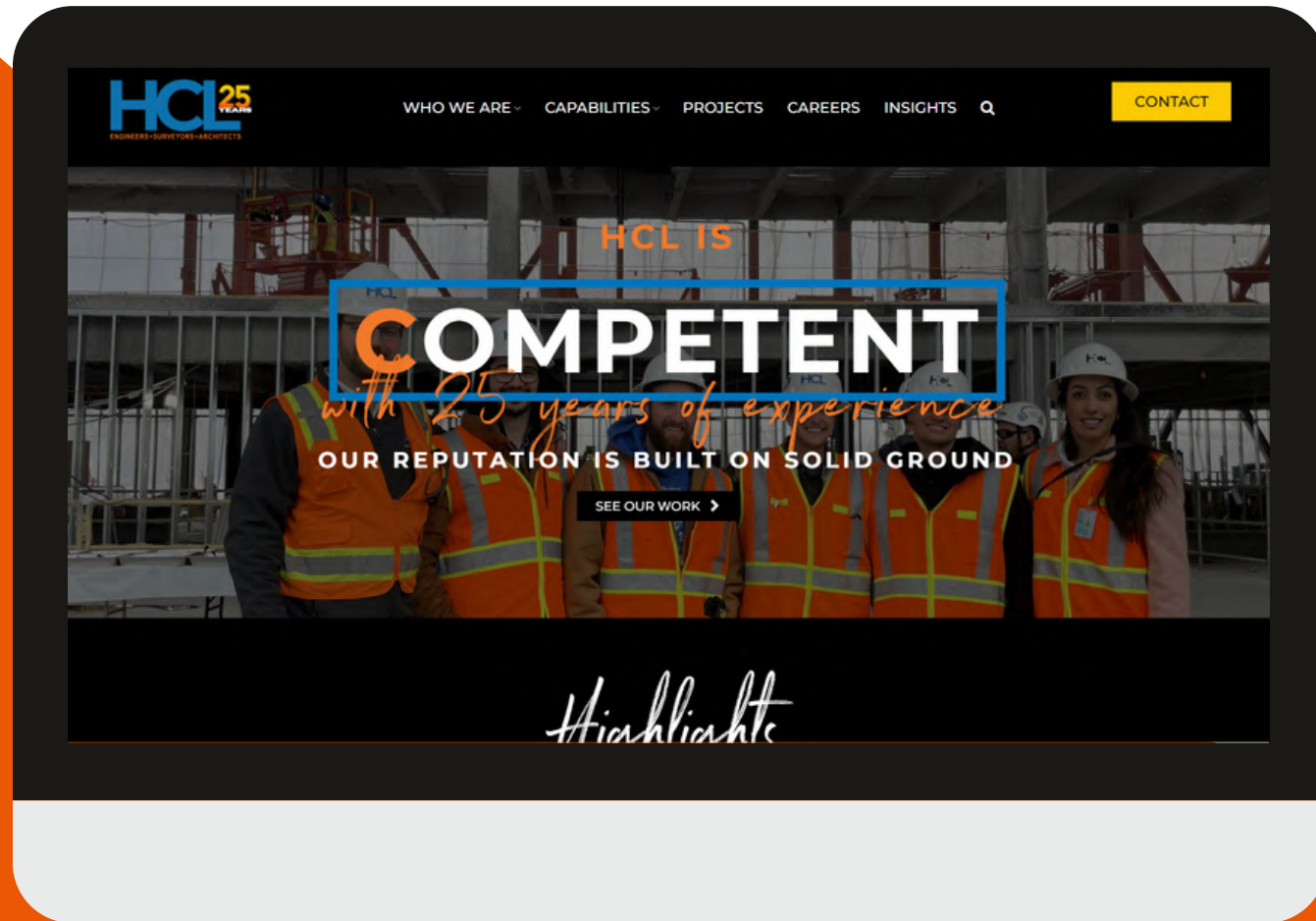
COLOR SYSTEM



PRIMARY COLORS		TONE SHIFTS	
	MIDNIGHT BLUE		
	C: 60	M: 00	
	M: 00	G: 70	
	Y: 00	#004A80	
K: 80			
	SPRUCE BLUE		
	C: 20	M: 100	
	M: 00	G: 100	
	Y: 00	#008080	
K: 20	RANC302		
SECONDARY COLORS			
	HEARTLAND GOLD		
	C: 00	M: 210	
	M: 30	G: 70	
	Y: 80	B: 57	
K: 10	#DAA520		
	CLASSIC SIENNA		
	C: 15	B: 100	
	M: 70	G: 80	
	Y: 80	B: 90	
K: 30	#8B4513		
	PALE WHEAT		
	C: 00	B: 230	
	M: 15	G: 200	
	Y: 15	B: 200	
K: 10	#F5DEB3		

WELCOME TO THE NEW DIGITAL HOME OF HCL ENGINEERING AND SURVEYING

Our website reflects our commitment to engineering, surveying, and architectural excellence while fostering a culture where every team member feels valued and empowered. It's more than a website; it's a testament to the people who make HCL exceptional.



www.hclengineering.com 

48 - CALIBRE ENGINEERING, INC. - BRAND AWARENESS CAMPAIGN

Brand Awareness Campaign

WE'VE GROWN, SO WE'RE PLANTING NEW ROOTS



DON'T FORGET TO VOTE!



MARKETING EXCELLENCE AWARDS
SMPS COLORADO

[CLICK HERE TO
CAST YOUR VOTE](#)