

CASE STUDY: Entry into New Markets

PCI – Precast / Prestressed Concrete Institute

Challenge:

The leading association for the precast concrete industry sought to increase business opportunities for their members by marketing directly to architects. The two biggest challenges were architects' unfavorable brand perception of precast, and the association's undeveloped brand identity. For years the association had focused all of their marketing efforts only to engineers.

Integrated Marketing Communications:

The success of this strategic marketing effort hinged upon the full understanding of the drivers behind an architect's choice of materials. A combination of in-depth interviews and focus groups guided strategy development and message articulation. Internal brand identity alignment was crucial, as well as the development of communications specific to the distinct wants and needs of architects. By crafting relevant messaging, and building highly visual print ads and website landing pages offering case studies and qualified seminars, this integrated program enabled an engineering-driven organization to connect with the previously untapped architectural market.

Results achieved:

15 qualified project leads within the first four months, representing **multi-million dollar sales** returns to the association's construction firm members.

The architectural ad campaign took top honors in numerous readership study awards, and its corresponding web landing pages earned a Web Award.

