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**SMPS Announces Recipients of 2016 Marketing Communications Awards**  
*MCA recognizes excellence in marketing and communications in the A/E/C industry*

**Alexandria, VA**—The Society for Marketing Professional Services (**SMPS**), the premier A/E/C marketing and business development association, is pleased to announce the recipients of its 2016 National Marketing Communications Awards (MCA). This annual competition is the longest-standing, most prestigious awards program recognizing excellence in marketing and communications by professional services firms in the design and building industry. The SMPS **Marketing Communications Awards (MCA)** recognize the individuals and teams who create outstanding communication vehicles for architectural, engineering, design, and construction firms.

This is the only awards program that highlights the critical role and immense value marketing professionals bring to the design and building industry. The award winners were announced and honored on August 11th in Philadelphia, PA, as a part of **Build Business**, the SMPS annual conference, held August 10-12.

The Best of Show Award, bestowed by a jury of national trade magazine editors and publishers, was awarded to Professional Engineering Consultants, from Wichita, KS, for their video "Come Work At PEC!" This entry was selected as Best of Show because it delivered a compelling message with a light, humorous touch. It had superb writing, good camera work, and generated measurable results.

The People's Choice Award, voted on by the attendees of the SMPS conference, was awarded to Henderson Engineers from Lenexa, KS, for its holiday piece, "Work Hard. Play Hard. Give Back."

New this year, winners are spotlighted in our online gallery sponsored by Flintco. Visit [smps.org/mcagallery](http://smps.org/mcagallery) to see the winning entries and to help benchmark your marketing communications efforts.

*Congratulations to the following firms that were recognized:*

**ADVERTISING CATEGORY**

- 1st Place: [GeoEngineers, Inc.](#), Seattle, WA
- 2nd Place: [DAVIS Construction](#), Rockville, MD
- 3rd Place: [small giants](#), Phoenix, AZ

**BOOK/MONOGRAPH CATEGORY**

- 1st Place: [LEO A DALY](#), Omaha, NE
- 2nd Place: [Suffolk Construction Company](#), Boston, MA
- 3rd Place: [LandDesign](#), Charlotte, NC
- Hon. Mention: [Pennsylvania Turnpike Commission](#), Middletown, PA

**BRAND AWARENESS CAMPAIGN**

- 1st Place: [BRPH](#), Melbourne, FL
- 2nd Place: [CDM Smith](#), Boston, MA
- 3rd Place: [HNTB Corporation](#), Kansas City, MO



#### BROCHURE CATEGORY

1st Place: [DBI Architects, Inc.](#), Reston, VA  
2nd Place: [The Weitz Company](#), Des Moines, IA / [On Target Marketing & Communications, LLC](#), Columbia, CT  
3rd Place: [Aramark](#), Philadelphia PA  
Hon. Mention: [JE Dunn Construction](#), Kansas City, MO

#### CORPORATE IDENTITY CATEGORY

1st Place: [O'Brien & Gere](#), Rochester, NY  
2nd Place: [Cochran, Inc.](#), Seattle, WA  
3rd Place: [Cambridge Systematics](#), Cambridge, MA

#### DIRECT-MAIL CAMPAIGN CATEGORY

1st Place: [HITT Contracting Inc.](#), Falls Church, VA  
2nd Place: [Mannik & Smith Group, Inc.](#), Maumee, OH  
3rd Place: [Aramark](#), Philadelphia, PA  
Hon. Mention: [Lee Company](#), Franklin, TN

#### FEATURE WRITING CATEGORY

1st Place: [FINLEY Engineering Group](#), Tallahassee, FL / [On Target Marketing & Communications, LLC](#), Columbia, CT

#### HOLIDAY PIECE CATEGORY

1st Place: [Glumac](#), Portland, OR  
2nd Place: [Henderson Engineers](#), Lenexa, KS  
3rd Place: [Millward and Millward LLC](#), Stamford, CT  
Hon. Mention: [Degenkolb Engineers](#), San Francisco, CA

#### HOLIDAY PIECE CATEGORY—DIGITAL

1st Place: [Gilbane Building Company](#), Providence, RI  
2nd Place: [JE Dunn Construction](#), Kansas City, MO  
3rd Place: [Charles M. Salter Associates](#), San Francisco, CA

#### INTERNAL COMMUNICATIONS CATEGORY

1st Place: [CDM Smith](#), Boston, MA  
2nd Place: [Henderson Engineers](#), Lenexa, KS  
3rd Place: [Perkins+Will](#), Atlanta, GA

#### MEDIA RELATIONS CAMPAIGN CATEGORY

1st Place: [JE Dunn Construction](#), Kansas City, MO

#### MOBILE APP CATEGORY

Hon. Mention: [TEECOM](#), Oakland, CA

#### NEWSLETTER/PUBLICATION—EXTERNAL CATEGORY

1st Place: [Harris & Associates](#), Concord, CT  
2nd Place: [Gannett Fleming](#), Camp Hill, PA  
3rd Place: [PCL Construction Services, Inc.](#), Orlando, FL



#### NEWSLETTER—INTERNAL CATEGORY

- 1st Place: [The PENTA Building Group](#), Las Vegas, NV  
2nd Place: [Jones | Carter](#), Bellaire, TX  
3rd Place: [CannonDesign](#), Grand Island, NY  
Hon. Mention: [Mason, Bruce & Girard, Inc.](#), Portland, OR

#### PROJECT PURSUIT MARKETING CATEGORY

- 1st Place: [Compton Construction](#), Columbus, OH  
2nd Place: [Hnedak Bobo Group](#), Memphis, TN  
3rd Place: [Suffolk Construction Company](#), Boston, MA

#### PROMOTIONAL CAMPAIGN CATEGORY

- 1st Place: [Perkins+Will](#), Durham, NC  
2nd Place: [MWH Global](#), Broomfield, CO  
3rd Place: [Consigli Construction Co., Inc.](#), Milford, MA

#### RECRUITMENT AND RETENTION COMMUNICATIONS CATEGORY

- Hon. Mention: [Sasaki Associates](#), Watertown, MA  
Hon. Mention: [Hnedak Bobo Group](#), Memphis, TN

#### SOCIAL MEDIA CATEGORY

- 1st Place: [Miyamoto International](#), West Sacramento, CA  
2nd Place: [OMNIPLAN](#), Dallas, TX  
3rd Place: [Horton Lees Brogden Lighting Design Inc.](#), New York, NY  
Hon. Mention: [Suffolk Construction Company](#), Boston, MA

#### SPECIAL EVENT CATEGORY

- 1st Place: [Kiewit Infrastructure Co.](#), Englewood, CA  
2nd Place: [Henderson Engineers](#), Lenexa, KS  
3rd Place: [Hickok Cole Architects](#), Washington, D.C.  
Hon. Mention: [Kamus + Keller Interiors | Architecture](#), Long Beach, CA

#### VIDEO CATEGORY

- 1st Place: [Professional Engineering Consultants](#), Wichita, KS  
2nd Place: [Terracon](#), Olathe, KS  
3rd Place: [Pennsylvania Turnpike Commission](#), Middletown, PA  
Hon. Mention: [Professional Engineering Consultants](#), Wichita, KS

#### PHILANTHROPIC VIDEO CATEGORY

- 1st Place: [Miyamoto International](#), West Sacramento, CA

#### WEBSITE—EXTERNAL CATEGORY

- 1st Place: [Industrial Brand / HCMA Architecture + Design](#), Vancouver, British Columbia  
2nd Place: [TOKY Branding + Design](#), St. Louis, MO  
3rd Place: [BOND](#), Everett, MA  
Hon. Mention: [HITT Contracting Inc.](#), Falls Church, VA

WEBSITE—INTERNAL CATEGORY

1st Place: [CDM Smith](#), Boston, MA

2nd Place: [LandDesign](#), Charlotte, NC

The winning entries are on display at [Build Business](#), the SMPS annual conference, in Philadelphia through August 12. They also will be sent to SMPS chapters and building industry events to help educate professional services marketers and the industry about marketing trends and innovative tactics firms are using to differentiate themselves over the next year.

The [2017 MCA program](#) will get underway in January so begin planning now. Details will be available on the [MCA webpage](#) in November. Judging will be held in Southfield, MI, in the spring, and winners will be announced during Build Business in July in Indianapolis, IN. Both SMPS members and nonmembers are invited to enter the competition. For more information, visit the [MCA page](#).

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**About the Society for Marketing Professional Services**

*The Society for Marketing Professional Services (SMPS) is the only marketing association offering A/E/C professionals the network, knowledge, and training to build business. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers. SMPS represents a dynamic network of 6,300+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms. The Society and its chapters benefit from the support of 3,650 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors.*