



Best of Show and Award of Excellence for the Project Pursuit category was awarded to Moody Nolan, Columbus, OH.

## Best of Show Award

In the 2019 Marketing Communications Awards program, Award of Excellence winners in all categories were considered for the Best of Show Award, which was selected online by a jury of industry executives prior to our conference, Build Business. The Best of Show Award was bestowed upon Moody Nolan, from Columbus, OH, for its winning entry in the Project Pursuit category, a proposal for the National Museum of African American Music (NMAAM). The jurors noted, “The blending of the animations, videos, and printed materials conveyed the complete scope of the project in an interactive way drawing the audience into the experience.”

**GOALS:** Moody Nolan wanted NMAAM’s first impression of the company to illustrate its process, ingenuity, and personality. The goal of the proposal was to create a reviewing experience outside the ordinary. Moody Nolan would measure results by the successful response to the submission.

**TARGET AUDIENCE:** The target audience was the NMAAM project team and 12-person selection committee located in Nashville, TN.

**RESEARCH, PLANNING, AND IMPLEMENTATION:** Moody Nolan created a custom-built replica of the iconic boom box from *Do the Right Thing*. To begin, Moody Nolan researched interesting packages that incorporated tactile design with 3D space, which

helped the company stand apart from other submissions and distinguished it from other firms. The boom box contained the written RFP response, qualifications, information about the design team, exhibit ideas, and a digital tablet loaded with content on interactive visual experiences. When completed, the studio director personally hand-delivered the package to the owner’s representative in Nashville.

**MESSAGING:** The intended message was to communicate Moody Nolan’s ingenuity in how it approached design and design solutions. The firm accomplished this by providing a deeper insight into the project team, highlighting each distinctive personality and demonstrating the team’s ability to have fun within the project-design process.

**RESULTS:** The owner’s representative immediately shared pictures of the boom box with other team members. Within two weeks, Moody Nolan was awarded the project. The selection committee also asked the team to become part of the marketing and fundraising efforts toward African American musicians and celebrities. In essence, Moody Nolan became partners with the owners beyond consulting. ■



People's Choice and Award of Excellence for External Newsletter/Publication – Digital was awarded to EXP, Chicago, IL.

EXP's award-winning client/employee magazine. • *Expresso* features articles written by EXP experts, outlining their experience on projects that exemplify convergence. • *Expresso* showcases how EXP is shaping the future of what it means to be a community, through the convergence of engineering, architecture, and construction.

**RESULTS:** As of January 31, 2019, EXP overachieved its readership target by 36% through an integrated internal and external campaign and leveraging of social media platforms. Engagement was strong on Twitter and LinkedIn but underachieved on Facebook (English and French). The Facebook target was set based on the previous issue's performance, but the content appears to have been the determining factor. ■

## People's Choice Award

For the People's Choice Award, all winning entries were displayed online and voted on by conference attendees and SMPS members alike. The award was given to EXP from Chicago, IL, for its External Newsletter/Publication – Digital entry titled, "EXP *expresso* 15: Convergence."

**GOALS:** Following the revitalization of *expresso*, EXP's premium client and employee magazine, which won an MCA Award of Excellence in 2018, the company carefully selected "convergence" as the next editorial theme. The goals were to enhance the reputation of EXP as an industry leader, demonstrate its leadership in multidisciplinary projects, and promote EXP as an employer of choice through the experiences of its employees. Measurement would be follower engagement on social media in the first week of release: Twitter: 2%, Facebook: 15%, and LinkedIn: 2%. The ultimate goal was to reach 10,000 readers of the online version before January 31, 2019.

**TARGET AUDIENCE:** Audiences were organized and determined first by their relationship relative to EXP (internal or external) and then segmented according

to the likelihood they would require a specific communications strategy, tool, tactic, or channel.

### RESEARCH, PLANNING, AND IMPLEMENTATION:

EXP held meetings with the communications and marketing teams to discuss the highlights and lowlights of the development process and talk about how to define "convergence" for the purpose of the magazine. The issue needed to: 1) Have a balance of effective example projects that reflect the breadth and depth of EXP's engineering and architectural experience. 2) Represent the international nature of the organization. 3) Showcase a unique perspective from someone on each project team who made a significant contribution to its success.

**MESSAGING:** The messaging included the following: Try *expresso*,



### WINNERS OF THE 42<sup>ND</sup> ANNUAL MARKETING COMMUNICATIONS AWARDS

WERE ANNOUNCED AT BUILD BUSINESS IN WASHINGTON, D.C., DURING THE EVENING OF EXCELLENCE ON THURSDAY, AUGUST 1, 2019.

Entries for the 2020 program are now being accepted. Visit the MCA webpage for more information: [smps.org/mca](https://smps.org/mca).