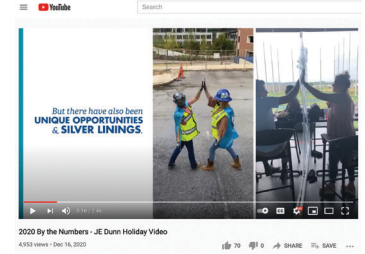
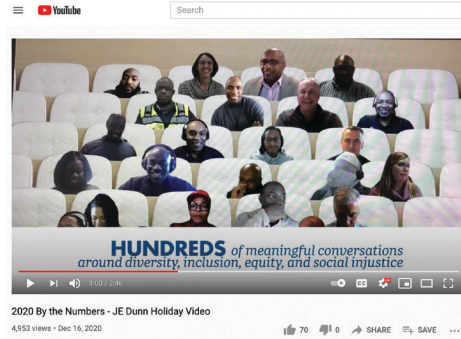
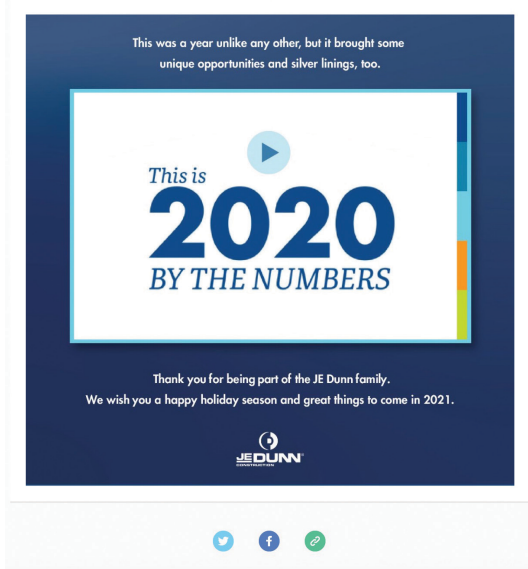


2021 Marketing Communications Awards



JE Dunn Construction from Kansas City, MO, won the Award of Excellence in the Holiday Piece – Digital category.

2021 Best of Show Award

In the 2021 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 experts prior to our virtual conference, Build Business 2021: RISE. The Best of Show Award was bestowed upon JE Dunn Construction from Kansas City, MO, for their Holiday Piece – Digital entry, “2020 By the Numbers” holiday video. The jurors commented, “This entry does a great job balancing both the personal and business successes from this past year. We also appreciated the sincere way they connected with their audience. They also showed their ROI, which is very important in this competition.”

GOALS: JE Dunn’s goal for its holiday video eCard was to achieve higher-than-industry averages for email open and click-through rates, as well as overall video views from employees, clients, and partners. The timeframe for the production was just two months. The company planned to evaluate results using metrics from Mailchimp and YouTube, where the video was housed.

TARGET AUDIENCE: The target audience was 11,425 construction CEOs, industry leaders nationwide (including hospital, data center, and large corporation executive leadership), community leaders, and employees.

RESEARCH, PLANNING, AND IMPLEMENTATION: JE Dunn knew its 2020 Holiday Video needed to be different than any they’d done before, as it was a year unlike any experienced before. Despite the challenges of 2020, the company decided to focus on “silver linings” that came from it, as told by its employees. Before finalizing this concept,

JE Dunn viewed competitor videos, as well as previous company videos, to ensure a unique, new direction. The team brainstormed options to present to leadership. To begin, JE Dunn launched an all-company survey with 20 questions about the year. Even the survey created positive momentum and an opportunity for employees to reflect on highs and lows. Once results were finalized, the team lined up overall numbers with corresponding video and photography footage. The tone of the video landed on a balance of positivity, while being cognizant of the heartache people had endured, concluding with a personal message from the CEO. Because this would be delivered electronically, the team cleaned up its database to ensure accurate delivery and metrics. JE Dunn produced the video with a local vendor, creating the email graphic in-house with the linked YouTube video.

MESSAGING: The message was that 2020 was challenging, but we got through it together. JE Dunn believes

in health and well-being, and this video illustrated that, both internally and externally. Offering this glimpse of the company’s culture and highlighting its employees helped build relationships with the target audience.

RESULTS: The final piece exceeded company goals. The email open rate of 34.5% exceeded the industry average open rate of 25.2%, and the 12% click rate exceeded the 4.2% industry average. The project came in \$9,000 under budget, and total views exceeded previous years’ viewership. Feedback was outstanding, from internal leadership as well as external recipients. “What a wonderful and uplifting video, much needed at the end of this year.” ■