

NEWS RELEASE
For Immediate Release
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2012 CMA STAR Awards – Winners Announced

Naperville, IL—November 9, 2012—Winners of the 2012 CMA STAR Awards and CONSTRUCTION MARKETER OF THE YEAR Awards are announced by the sponsor, the Construction Marketing Association (CMA).

The STAR awards recognize excellence in 16 marketing categories and 81 sub-categories. CONSTRUCTION MARKETER OF THE YEAR recognizes top brands, companies or individuals both by region. SUPERSTAR and STAR (first place/second place respectively) are awarded for each sub-category. Finally, BEST OF SHOW is bestowed on the winner of the most awards.

McGraw-Hill Construction (McGraw-Hill) won BEST OF SHOW with 24 total STAR Awards, along with the CONSTRUCTION MARKETER OF THE YEAR for the Eastern region. HILTI won CONSTRUCTION MARKETER OF THE YEAR for the Western region with 12 STAR awards, including best integrated campaign. BOSCH won CONSTRUCTION MARKETER OF THE YEAR for the Midwest region with 4 STAR awards, including best catalog.

“Our second annual Construction Marketing STAR Awards more than doubled in volume from our inaugural year, and the quality of entries was inspiring,” explains CMA Chairman Neil M. Brown.

AWARD winners were notified by email and mail, and receive a frame-quality certificate. In addition, winners can order an engraved STAR Statuette™ from the same manufacturer as the Oscar®. CMA’s annual STAR and CONSTRUCTION MARKETER OF THE YEAR AWARDS are open to both members and non-members.

SUPERSTAR and STAR Award Winners by category are as follows:

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<u>CATEGORY</u>	<u>SUPERSTAR</u>	<u>STAR</u>
Print Trade Publication	McGraw-Hill	Bosch
Print Ad Campaign	McGraw-Hill	Polyglass
Print Advertorial	McGraw-Hill	McGraw-Hill
Print Insert	McGraw-Hill	The Marketing Company
Outdoor Billboard	Auto Truck	Oxnard Homes
Online Banners	McGraw-Hill	McGraw-Hill
Broadcast Radio Spot	-	Knaack
Fleet or Vehicle	-	Knaack
Integrated Campaign	Hilti	McGraw-Hill
Logo	ILCA	Brilliant Coatings
Letterhead	-	Auto Truck
Business Card	-	Auto Truck
Identity Standards	Cushman	Erland Construction
Brochures	Swanson Russell	McGraw-Hill
Catalogs	Bosch	Hilti
Technical Manuals	Hilti	-
Flyers	-	Hilti
Newsletter	Auto Truck	Enermodal Engineering
Sales & Dealer Kits	Apex Siding	Cushman
Custom Publishing/Magazine	Kiewit Corporation	-
New Product Launch	Weather Guard	-
Channel Marketing	-	Knaack
Flat Mail	McGraw-Hill	-
Dimensional Mail	Hilti	-
Postcard	-	EagleView Technologies
Website Design	McGraw-Hill	Norix
Email Campaign	Hilti	McGraw-Hill
Blog Design	Norix	Insul-Wall
Social Profile Design	Hilti	Standard General

<u>CATEGORY</u>	<u>SUPERSTAR</u>	<u>STAR</u>
Search Optimization	Norix	Blue Sky Builders
Paid Search (PPC)	Blue Sky Builders	-
Interactive CD/DVD	Hilti	-
Microsite	McGraw-Hill	Therma Tru Doors
Animation	McGraw-Hill	McGraw-Hill
Product Package Design	Bosch	Keson Industries/Kaleidoscope
Product Photography	McGraw-Hill	Weather Guard
Location Photography	Kiewit Corporation	Cushman
News Release	-	Homax Brand
Press Event	Knaack	-
Product Launch via PR	Homax Brand	-
Public Service	Hilti	McGraw-Hill
Contests/Sweepstakes	McGraw-Hill	Hilti
Pro-Bono Programs	McGraw-Hill	-
Sports Marketing	McGraw-Hill	-
Sales Kit	Weather Guard	-
Signage/Banners	ILCA	-
Displays	Ridgid	-
Plan-O-Grams	Ridgid	-
POP Materials	Bosch	McGraw-Hill
Promotion	-	Weather Guard
Exhibit Design	Polyglass	Hilti
Exhibit Graphics	Polyglass	Cushman
Exhibit Promotion	Vanguard Engines	Quanex Building Products
Corporate Video	Hilti	-
Product Video	McGraw-Hill	TruQC
Animation	McGraw-Hill	McGraw-Hill
Employee Newsletters	Korte Company	Kiewit Corporation
Illustration	Advanced Building Products	-

The **2013** CMA STAR Awards will get underway in January, with the entry deadline in September and winners announced by November. For more information, visit the CMA awards subpage:

www.ConstructionMarketingAssociation.org/Awards.cfm

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ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. CMA sponsors the annual Construction Marketing STAR Awards, and the Certified Construction Marketing Professional (CCMP) program. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [Google+](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-868-5061.

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