

NEWS RELEASE
For Immediate Release
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2011 CMA STAR Awards – Winners Announced

Naperville, IL—November 1, 2011— The Construction Marketing Association (CMA), sponsor of the annual CMA STAR Awards and CONSTRUCTION MARKETER OF THE YEAR Awards, announces 2011 award winners.

The STAR awards recognize excellence in 16 marketing categories and 78 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 13 total STAR Awards, along with the CONSTRUCTION MARKETER OF THE YEAR for the Eastern region. USG won CONSTRUCTION MARKETER OF THE YEAR for the Midwest region, as well as SUPERSTAR for the Integrated Campaign category. MWH Constructors won CONSTRUCTION MARKETER OF THE YEAR for the Western region, as well as SUPERSTAR for the Print Ad category.

“Our first annual Construction Marketing STAR Awards exceeded expectations both in the volume of entries and the quality of work,” explains CMA Chairman Neil M. Brown. *“The CMA STAR Awards recognize both marketing effectiveness and creative execution in the construction category.”*

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>
Integrated Campaign	USG	McGraw-Hill
Print Ad Campaign	McGraw-Hill	SmartBidNet
Print Ad	MWH Constructors	Weather Guard
Print Advertorial	McGraw-Hill	-
Print Insert	McGraw-Hill	McGraw-Hill
Banner Ad	McGraw-Hill	Weather Guard
Brand Identity/Logo	Better Built Garages	Knaack
Brand Identity/User Guide	L&W Supply	Kryton
Environmental Design	Hilti	-
Internet/Website Design	Maxwell Systems	TapeTech
Blog	Crane	Bosch
Social Media/Profile	Hilti	McGraw-Hill
Search Optimization	Jobsite123	-
Microsites	Bosch	McGraw-Hill
Brochure	L&W Supply	Sloan
Catalog	Hilti	TapeTech
Sales/Dealer Kit	Polyglass	Pouls
Media Kit	McGraw-Hill	-
New Product Launch	Ansell	Reed Construction Data
Channel Marketing	Hilti	Knaack
Fleet/Vehicle	Hilti	Knaack
Packaging/Design	-	Emerson
Photography/Product	Hilti	-
Publicity/Press Event	-	Weather Guard
Promotion/Contest	-	Knaack
Promotion/Sports Marketing	-	Bosch
Merchandising/POP	Knaack	Ames Tool
Trade Shows/Exhibit Design	Polyglass	McGraw-Hill
Exhibit Graphics	McGraw-Hill	McGraw-Hill
Exhibit Promotion	McGraw-Hill	-
Event Invitation	-	Hilti
Video/Product	Weather Guard	Ames Tool
Employee/Newsletter	-	Ames Tool

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The **2012** 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. 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](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

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