



512 DELAWARE STREET • KANSAS CITY, MO 64105 • PHONE (816) 471-1400 • FAX (816) 471-1419 • WWW.ERMARKETING.NET

NEWS RELEASE

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FOR MORE INFORMATION
Elton Mayfield, Partner
EMayfield@ERMarketing.net
(816) 471-1400

ER Marketing Wins 2015 Construction Marketing STAR™ Awards

Kansas City, Mo. – The Construction Marketing Association (CMA) annual STAR™ Awards recently recognized ER Marketing, a building products-focused B2B agency, for marketing excellence in the construction industry. The CMA STAR awards focus on celebrating achievements in a wide range of marketing categories.

“ER Marketing was recognized with Super Star awards for Channel Promotion, Promotions (Contest/Sweepstakes), Trade Show/Events (Exhibit Promotion), and Corporate Video as well as Star awards for Brand Identity (Graphic Theme), Channel Marketing, Channel Promotion, and Internet Marketing (Email Campaign), in the construction industry,” states CMA Chairman Neil M. Brown. “The CMA STAR Awards showcase the very best in marketing, effectiveness, and creative execution.”

“We, along with our clients, share a strong passion for the building products and construction industry.” Elton Mayfield, partner at ER Marketing, said. “So, receiving an award from a national organization that specifically celebrates and recognizes exceptional marketing that is industry specific is especially meaningful.

ER Marketing was the recipient of 2015 Super Star awards for their work with Huttig Building Products, Therma-Tru from Huttig, and SPX Technologies. Star awards were given for their work with Huttig Building Products, Masonite from Huttig, Overhead Door Company, and DaVinci Roofscapes.

“Receiving a national award is further proof that strategic thinking and hard work can produce real, measurable results.” Renae Gonner, partner at ER Marketing, said. “We appreciate both the work of our team and all of our clients, whose support is vital to making any program a success.”

To see more about the awarding winning projects, visit <http://www.cmastarawards.com/er-marketing/>.

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About ER Marketing

ER Marketing is a full-service marketing agency located in Kansas City’s River Market. As an innovative business-to-business marketing firm, ER Marketing combines big-agency scope with small agency accessibility. While the founding partners’ experience spans more than 50 years, they are backed by a diverse team that thinks creatively, works efficiently, and creates real results for clients. For more information, please visit www.ermarketing.net.

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 STAR Awards, and the Certified Construction Marketing Professional (CCMP) program. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org.