



NEWS RELEASE
 For Immediate Release
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ER Marketing Named Agency of the Year by Construction Marketing Association

Kansas City, MO —December 12, 2016— ER Marketing was recently recognized by the Construction Marketing Association (CMA) annual STAR™ Awards for marketing excellence in the construction industry.

ER Marketing was the recipient of a total of 19 Awards representing 6 different clients. With 11 SUPERSTAR and 8 STAR Awards from the CMA, ER Marketing was the most awarded agency in addition to winning Agency of the Year. ER Marketing’s client Huttig Building Products who was named Marketer of the Year for the Midwest region.

SUPER STAR AWARDS:

Award Category	Sub-Category	
Advertising	Print-Trade Publication	Huttig Building Products
Channel Marketing		Overhead Door Corporation
Digital Marketing	Email Campaign	DaVinci Roofscapes
Digital Marketing	Microsites	Huttig Building Products (Masonite)
Digital Marketing	Search Optimization	Overhead Door Corporation
Direct Mail	Flat Mail	Huttig Building Products
Integrated Campaign	3 or More Elements	Huttig Building Products (Find Your Freedom)
Promotions	Contests/Sweepstakes	Huttig Building Products
Trade Show/Events	Exhibit Graphics	Fortress Railing Products
Trade Shows/Events	Event Marketing	Fortress Railing Products
Video	Corporate Video	Huttig Building Products

STAR AWARDS:

Advertising	Print-Trade Publication	Fortress Railing Products
Collateral/Literature	Newsletter	Huttig Building Products
Digital Marketing	Content Marketing	Huttig Building Products - Customer Connections
Direct Mail	Flat Mail	Midwest Wholesale Hardware
New Product Launch		SPX Corporation
Promotions	Loyalty Programs	Midwest Wholesale Hardware
Trade Show/Events	Exhibit Graphics	SPX Corporation
Trade Shows/Events	Event Marketing	SPX Corporation

“We are very honored to be named Agency of the year, especially in the industry that has been such a key part of our history,” said Elton Mayfield, co-founder. “We’re proud of the work our team has accomplished to achieve this recognition.”

The [CMA STAR](#) awards recognize excellence in 16 marketing categories and 80 sub-categories including advertising, branding, website design, social media, brochures, catalogs, new product launches, packaging, photography, promotions, publicity, merchandising, trade shows, videos, employee communications and integrated marketing campaigns, along with the CONSTRUCTION MARKETER OF THE YEAR™.

“Winning across this many categories for this many clients is a testament to the great team and clients that make ER Marketing what it is,” said Renae Gonner Krause, co-founder. “We also want to congratulate our clients on their awards. The partnerships we have formed with our clients, based on trust a deep understanding of their businesses, have created opportunities for mutual success.”

“ER Marketing was recognized as the Agency of the Year in the construction industry,” states CMA Chairman Neil M. Brown. *“The CMA STAR Awards showcase the very best in marketing, effectiveness and creative execution.”*

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ABOUT ER Marketing

ER Marketing is a full-service B2B 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 principals' experience spans nearly 60 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. 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.