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**Photos:** <http://www.bldpressroom.com/bld/2025awards>

**BLD Marketing Earns Seven Industry Accolades for   
Creative Work and Video Production**

*– Agency Secures Top Honors from NYX Awards, Viddy Awards –*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), a results-based, digital-first, full-service strategic marketing agency serving the building materials category exclusively throughout North America and abroad, recently earned seven industry accolades in two separate competitions for its work on behalf of a wide variety of clients.

The [**NYX Awards**](https://nyxawards.com/), a prestigious international competition that recognizes and celebrates excellence in the creative and marketing industries, presented the agency with three awards in the 2025 competition:

* [**LATICRETE**](https://www.laticrete.com/en): BLD Marketing received a platinum award in the category of “Ad Design” for an ad launching the LATICRETE NXT® Pedestal System. The creative shows the durability and strength of the product propping up a full-size pick-up truck. Based in Connecticut, LATICRETE is a leading manufacturer of globally proven construction solutions for the building industry.
* [**Nichiha**](https://www.nichiha.com/):BLD secured a gold award in the category of “Video Marketing Campaign” for “Find Your Nichiha A-ha Moment,” a video testimonial series for this leading manufacturer of fiber cement exterior cladding. The video series elevated the voice of Nichiha’s customers, who offered first-hand accounts on how Nichiha cladding enabled them to achieve their design vision.
* [**AeroShield**](https://aeroshield.tech/): The agency won a second gold award in the “Website/Business to Business” category for a new website for AeroShield, an MIT spinout that has developed breakthrough technology for more energy-efficient windows and doors. The website included a 3D animated video of AeroShield’s glass insulating product for the home page.

Now in its 30th year, the [**Viddy Awards**](https://viddyawards.com/) recognizes excellence in the way video is created, produced, and delivered. In the 2025 competition, BLD won four awards in the “Non-Broadcast/Short Form Web Videos“ category for work on behalf of several clients:

* **Nichiha**: The agency secured a platinum award for “Find Your Nichiha A-ha Moment.” The series of short video testimonials served as the cornerstone for a creative campaign that included a landing page, digital ads, and social media engagement.
* [**PPG**](https://www.ppg.com/en-US/industrialcoatings): BLD won a second platinum award for a campaign video titled “Power of a Partner,” the new brand promise from PPG Industrial Coatings that touts how PPG goes well beyond delivering coatings products to its customers. In addition, the Viddy Awards presented BLD with a gold award for its 3D video titled “The Intersection of Innovation and Expertise.” Produced entirely in house, the video demonstrated how pavement markings developed by PPG Traffic Solutions enhance urban safety.
* [**Deceuninck**](https://deceuninckna.com/): The agency’s final citation was a gold award for a video titled “ECLIPSE: It’s What You’ve Been Waiting For.” The video helped to launch the new ECLIPSE window system designed by Deceuninck North America at a key industry trade show. The video took advantage of a solar eclipse that was occurring at the same time as the window’s unveiling.

"At BLD Marketing, we consistently strive to push the boundaries when it comes to helping our clients make their mark – in their industry, and with their core audiences,” said David Sladack, president of BLD Marketing. “These awards are proof positive that we’re succeeding.”

“From activating the customer’s voice on video to marrying our creative with a solar eclipse, we always strive for stopping power that can drive behaviors and favorable outcomes,” added Garrett Andrae, creative director and CFO. “BLD Marketing is honored by the recognition from both the NYX Awards and Viddy Awards.”

For more information on BLD Marketing, visit [www.bld-marketing.com](http://www.bld-marketing.com).

**About BLD Marketing:**

BLD Marketing is a results-based, digital-first, full-service strategic marketing agency exclusively serving the commercial and residential building materials category. We offer a portfolio of strategic marketing services and implementation capabilities to help our clients build, grow, and optimize a healthy digital marketing ecosystem, leading to quicker growth rates and higher profitability. Visit: [www.bld-marketing.com](http://www.bld-marketing.com).

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