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**Photos:** <http://www.bldpressroom.com/bld/2024-marcom>

**BLD Marketing Earns Eight Accolades at 2024 MarCom Awards**

*– Creative Campaigns on Behalf of Four Distinct Clients Earn Top Nods –*

**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 accepted eight accolades from [2024 MarCom Awards](https://marcomawards.com/), a global competition honoring excellence in the marketing and communications industry.

* **Deceuninck North America:** BLD won two platinum awards for its work on behalf of [Deceuninck North America](https://deceuninckna.com/) and the launch of ECLIPSE, a black PVC extrusion designed to meet growing customer demand for dark-colored window and door profiles. The [first accolade](https://enter.amcpros.com/marcom/entry/eclipse-its-what-youve-been-waiting-for-2/) honored BLD for its development of an evocative invitation to a customer-only event at a key trade show, where the company formally introduced the product to the industry. BLD’s landing page for ECLIPSE also achieved a [platinum award](https://enter.amcpros.com/marcom/entry/eclipse-its-what-youve-been-waiting-for/). The overall campaign closely tied the launch of the product to a solar eclipse that was happening at the same time.
* **PPG:** BLD Marketing accepted two additional platinum awards for work done for two separate business units of PPG. The agency achieved [top billing](https://enter.amcpros.com/marcom/entry/ppg-traffic-solutions-animation-video/) for its development of a 3D video titled “The Intersection of Innovation and Expertise” on behalf of PPG Traffic Solutions. The video creatively illustrated how PPG’s industry-leading pavement markings drive safety and efficiency for drivers and pedestrians alike in the modern urban environment. The [second award](https://enter.amcpros.com/marcom/entry/ppg-the-power-of-a-partner-video/) highlighted BLD’s development of a web video titled “[Power of a Partner](https://www.youtube.com/watch?v=694Am_2TYIo&t=1s),” which articulated the brand promise from its Industrial Coatings division. The video was engineered for use on the campaign’s landing page, at trade shows, and on social media.
* **Nichiha USA:** The MarCom Awards recognized BLD Marketing’s work on behalf of [Nichiha USA](https://www.nichiha.com/), a leading manufacturer of fiber cement cladding for residential and commercial construction. BLD received a gold award for its “[Find Your Nichiha A-ha Moment](https://enter.amcpros.com/marcom/entry/find-your-nichiha-a-ha-moment-video-series/)” video series, the heart of a comprehensive testimonial-based, multi-faceted campaign designed to show how Nichiha empowers architects and builders to fulfil their vision on every project. BLD Marketing received an honorable mention for the campaign’s landing page. In addition, BLD earned a gold award for its [publicity campaign](https://enter.amcpros.com/marcom/entry/nichiha-publicity-campaign-international-builders-show/) connected to Nichiha’s participation in the [International Builders Show](https://www.buildersshow.com/), the largest annual light construction trade show in the world.
* **Culpeper**: MarCom presented BLD Marketing with an honorable mention for its work on behalf of [Culpeper Wood Preservers](https://www.culpeperwood.com/), a leading manufacturer of pressure-treated lumber. The agency received recognition for refining the brand's identity, aligning it with an outdoor-focused vision that embodies the finest aspects of nature for both work and recreation.

“At BLD Marketing, we believe in creativity with a purpose,” said Garrett Andrae, creative director at BLD Marketing. “Our campaigns are designed to attract eyeballs, but they also are engineered as business solutions that drive growth and sales. In each of these instances where we received an award, our clients have told us that what we created has helped them to move the needle.”

“We see this recognition from the 2024 MarCom Awards as independent verification of the efficacy of our work,” added David Sladack, president of BLD Marketing. “It’s another reason why we have been able to engineer substantial growth over the past several years, something we intend to nurture and sustain as we move forward.”

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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