



For immediate release

Contact: Erika Duelle
(262) 547-8000
erika@avicomdirect.com

BUILDING ADVANTAGE MARKETING CAMPAIGN WINS THE BUSINESS MARKETING ASSOCIATION (BMA) EXCELLENCE AWARD

Pewaukee, Wis. (April 23, 2007) – The Building Advantage marketing campaign *The Power of One* was recently recognized with an Excellence Award at the 2007 BMA Bell Awards Banquet.

The *The Power of One* marketing campaign was created by Building Advantage's advertising agency, Avicom Marketing Communications. Avicom was presented five Excellence Awards from the Milwaukee Chapter of the BMA at this year's banquet.

The Building Advantage campaign was awarded in the category of printed collateral materials. The art director for this project was Nick Krueger, the copywriter was McKenna Bryant.

The Power of One campaign, appearing locally on freeway billboards, radio stations and in business publications, was created in an effort to let the public know where they can find quality workers in the construction field. Building Advantage is working to create higher standards for the Wisconsin construction industry as a whole.

"The goal of the campaign is to build awareness in people's minds that Building Advantage is who you turn to for the best quality in construction," says John Topp, Building Advantage, executive director.

Building Advantage is an initiative jointly sponsored by union construction contractors and trades people in Southeastern Wisconsin through the Construction Labor Management Council of Southeast Wisconsin. It is an alliance of contractors and trades people working together to promote union construction contractors and trades. For more information, visit www.buildingadvantage.org

###