



## **Rhino PR Media Relations Campaign Receives ZweigWhite Marketing Excellence Award**

*Firm's successful campaign receives marketing industry accolade, achieves results for client*

**SOUTH HAMILTON, Mass. – June 15, 2010** – Rhino Public Relations, a specialty public relations agency, announced today that its national media relations campaign for GEI Consultants Inc. has been honored with a Marketing Excellence Award from ZweigWhite's *Marketing Now* awards program.

ZweigWhite's Marketing Excellence Awards recognize the exceptional marketing efforts of architecture, engineering, planning, and environmental consulting firms in the United States and Canada. For this contest, *exceptional* is defined as "having achieved measurable results and/or design excellence." A panel of judges composed of industry practitioners and ZweigWhite's own experts assessed each entry based on results achieved (such as increased leads, more inbound inquiries, new projects, etc.), as well as creativity and marketing objectives. The focus behind the awards program is recognizing how to create value through effective marketing.

The focus of the award is the national public relations program and strategy that Rhino PR helped GEI Consultants create and implement. The results of this program included 71 media related initiatives and 251 instances of coverage that resulted in increased media visibility throughout 2009. These media results far exceeded the goal set at the beginning of the campaign, providing GEI with tangible business benefits within two years of implementing the PR plan. GEI saw a substantial increase in real growth and profits, and continues to find increased project opportunities despite the recent economic climate.

"Clients want to work with vendors that are in demand," said Chris Stockwell, senior vice president and chief marketing officer at GEI Consultants. "Rhino Public Relations' expertise and dedication has helped make GEI one of the most visible brands in our target markets in New England and across the United States. We continue to win new work, we are busy, and we are poised for continued growth in 2010."

### **About Rhino Public Relations**

Rhino Public Relations is a specialty public relations practice focusing on the unique PR needs of architectural, engineering, construction (A/E/C) and related firms. Founded by Principal Susan Shelby, CPSM, Rhino PR is based in South Hamilton, Mass. and has ongoing engagements with companies such as Acentech Inc., GEI Consultants, HMFH Architects, Hobbs Brook Management LLC, Margulies Perruzzi Architects and Payette. For more information, please visit [www.rhinopr.com](http://www.rhinopr.com).

### **About GEI Consultants, Inc.**

GEI's multi-disciplined team of engineers and scientists deliver geotechnical, environmental, water resources and ecological solutions to diverse clientele nationwide. The firm has provided a broad range of consulting and engineering services on over 25,000 projects in 50 states and 22 countries. For more information, please visit the firm's web site at [www.geiconsultants.com](http://www.geiconsultants.com).

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