

High-Profile Blog

Rhino PR Media Relations Campaign Receives ZweigWhite Marketing Excellence Award

South Hamilton, MA – 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."