

SMARTEGIES

SmartWIN24

Leap Into the Future
of AEC Marketing

Brought to you by **PSMJ** | Resources, Inc.



Special thanks to **perfect image**
More than a printer.

REVOLUTIONIZING Brand Positioning in AEC: Customer-Centric Storytelling

SMARTEGIES


SmartWIN24 | Leap Into the Future
of AEC Marketing

Who are the
Great AEC Brands?



What brands would
you miss if they were
gone tomorrow?



A woman in business attire (white blouse, dark trousers, high heels) is walking away from the camera on a paved walkway. She is carrying a grey briefcase. The background is a modern building with a grid-like facade of windows and metal frames. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The ground is paved with light-colored bricks and has some fallen leaves scattered on it.

If *your* company
ceased to exist
tomorrow, would
your customers
miss you?



Creating a unique brand position
& value proposition

A hand in a white glove holds a black wand with a white tip, positioned in the upper right. Another hand in a white glove holds a black top hat, tilted to the left, with a white wand resting inside it. The background is a solid dark red color.

SUCCESSFUL BRANDS
ARE NOT MAGIC

A hand is shown stacking four light-colored wooden blocks in a descending staircase pattern from top-left to bottom-right. The background is a solid orange color. The text is overlaid on the left side of the image.

Traditionally...
AEC has built companies
Not Brands

Brand Positioning Consideration





Creating a competitive brand position through brand personality

Evolving your brand voice

What are some things
about the *way* you
communicate that are
different from how others
are doing it?



THE RICHEST PEOPLE IN AMERICA

Forbes

SPECIAL ISSUE • 2010 EDITION

400

Y-Z &
WARREN
BUFFETT

CONVERSATION
WITH
EVE FORBES
ON
HEALTH AND
THE
ART OF GIVING

HE'S NUMBER 2
ON THE LIST

HE'S ON HIS
WAY THERE

FACEBOOK'S MARK ZUCKERBERG, MASTER CAPITALIST • TOM
COX ON BEING GORED BY AN ELEPHANT • BERNIE
ANDERSON'S MYSTERY MAN • HUNTING THE ELUSIVE
COSTUME DRESSERS • BEST YEAR EVER FOR THE RICHEST
PEOPLE • PICK STOCKS LIKE THE BILLIONAIRES

Who's doing it right? NEORSD

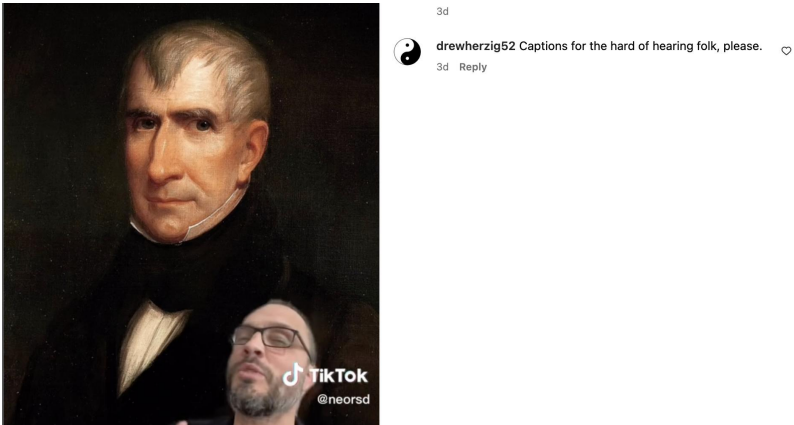
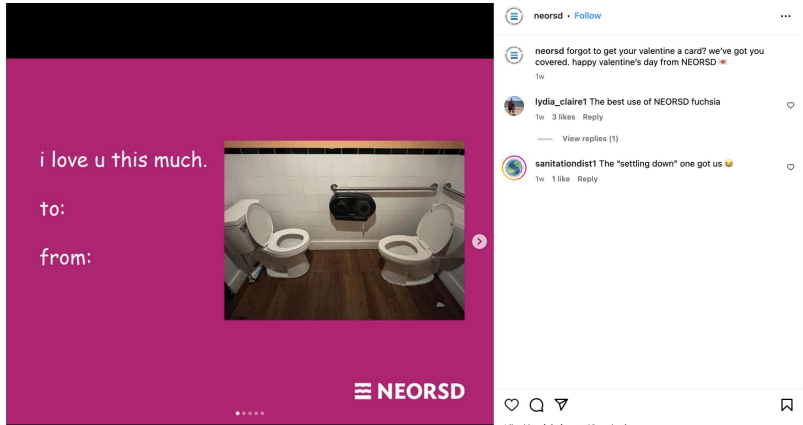
"[NEORSD] is a shining example of how to communicate and connect with the public on crucial, but unglamorous, topics. And that is something that anyone working to communicate to the public in sectors such as the climate, environment, infrastructure, or other fields of science or engineering, can learn from" – [Forbes Magazine](#)



NE Ohio Regional Sewer District @neorsd · fondly remember, of all the hours you scroller sewers were there for you first.

and we'll be there for you last.

46 406 3.1K



Let's look at what they are doing



**Northeast Ohio
Regional Sewer District**

Themes for their tone of voice – trust, conversational, and human

“We want our customers to know us and trust us as a service provider. Our voice has accomplished both of those for sure. Our customers talk to us like a friend because they feel as though they know us personally.”

- NEORS

How they exercise their voice:

Presence online, transparency, and responsiveness – through comments where they are mentioned in newspapers, through social media, and emails

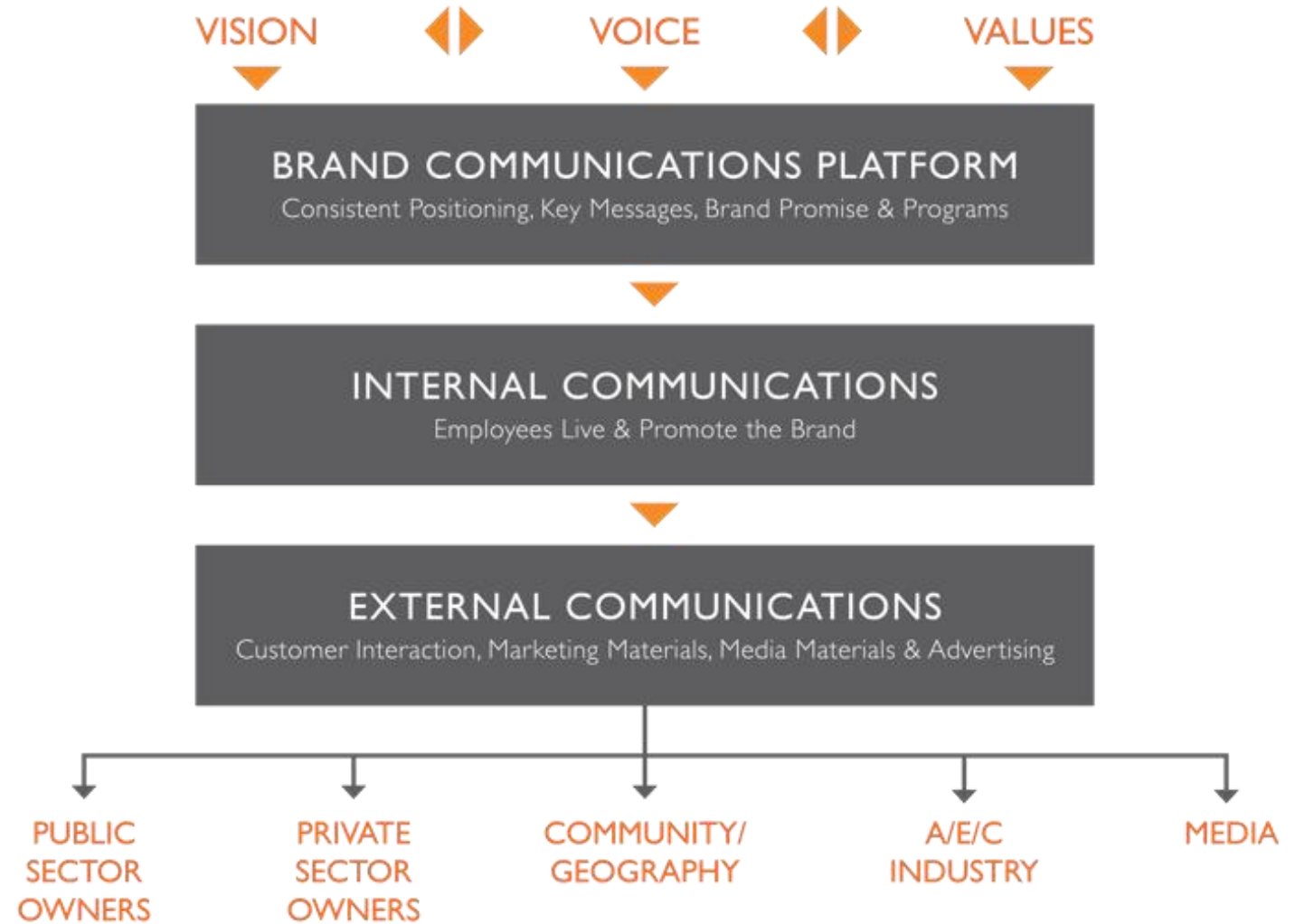


Listen to NEORS Communication's Director talk about creating their voice

Brand touchpoints



BRAND COMMUNICATIONS PLATFORM



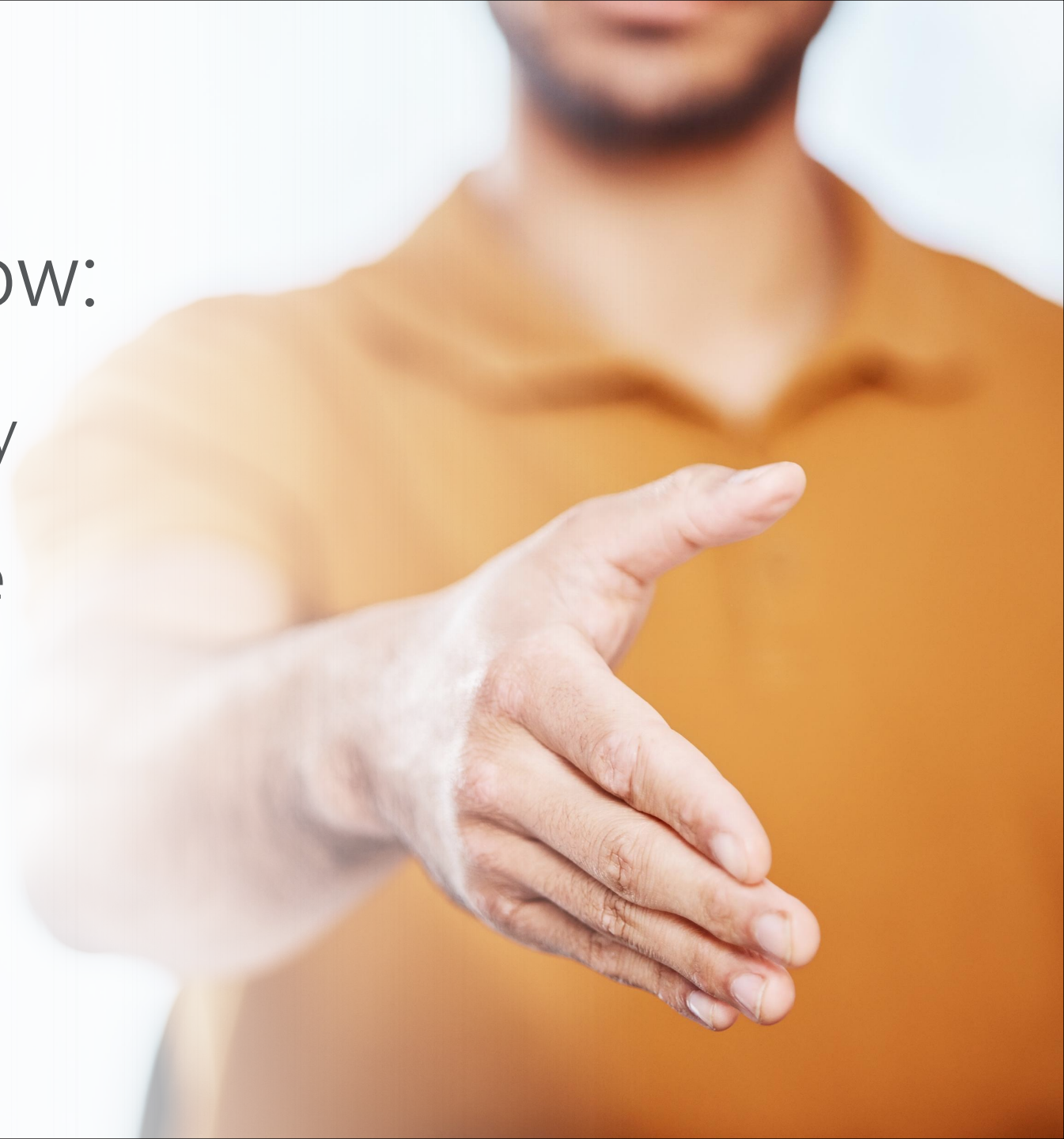


Everyone wants to know:

Can I trust you?

Do you care about me and my organization and my project?

Can I take what you say to the bank?



Branding in AEC is an Always-on, Constant Monitoring Activity

Strong brand positioning:



Gets you to the
table for
consideration



Helps retain &
recruit top
talent



Allows you to
command a premium



Drives
EBITDA

Be intentional with it. Evolve it. Grow it.

Questions?

