



Primera Engineers, Ltd. – 1st Place – 30th Anniversary Campaign

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Objective

Understanding the significance of this achievement and the positive impact it would have on employee morale motivated the Marketing + Communications team to look at new ways to execute a 30th anniversary promotional campaign with a limited budget.

Research, Planning, and Implementation:

- Using our in-house graphic design skills, the team created a special anniversary logo and identity that was used in all marketing materials and communications throughout the year.
- Several inexpensive internal marketing pieces including boards, banners, and tent cards were developed and displayed around Primera's five offices to reinforce our mission and purpose, while setting a celebratory tone year-round.
- To reiterate our purpose, engage our audience and celebrate our history, a social media promotional campaign dubbed the "30 for 30" series (including the hashtag #Primera30) was planned and scheduled for the year.
- Three direct mail pieces were created and served as fun and cheerful touch-points for clients, while reiterating our 30th.
- In the same light as the direct mail activity, the team repurposed our annual end-of-year employee meeting and holiday party and turned it into a 30th anniversary celebration.

Results:

- **Social Media:** Our #Primera30 posts accounted for 15% of our overall Twitter and 23% of our overall LinkedIn user impressions for the year.
- **Direct Mail:** Our direct mail pieces impacted nearly 500 Primera clients and each mini-campaign received positive feedback.
- **30 for 30 Series:** 1,000+ total page views, ranking it in Primera's top 5 most-viewed posts during the same time period, behind three of our best performing Thought Leadership articles.
- **Morale:** Results from our annual employee survey won't be available until later this Summer, but the impact to employees can be felt in our offices.

Judge's Comments:

- "Excellent! Repurposing of the 30th celebration to create a year-long promotional campaign was smart, creative and well received."
- "Exceptional campaign, hard not to give 10's in so many of these categories. Very impressive use of enthusiasm over money!!"



Prize:

- 1st Place - 4 Cubs Tickets*, \$150 SMPS Bucks, SMPS EMAs Certificate
- All winners will receive letters of recognition sent to their superior and recognition on SMPS Chicago's web site and social media platforms