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For Immediate Release

Sierra Pacific Windows Earns 2018 Brand Builder Award Receives Bronze Award for Best Website Design & Marketing Strategy

WASHINGTON, D.C. (February 20, 2019) - Hanley Wood, the premier information, media, event, and strategic marketing services company serving the residential, design and commercial construction industries is pleased to announce that Sierra Pacific Windows has received a 2018 Brand Builder Award in the Best Website Design & Marketing Strategy category. The award was presented February 19, 2018 in Las Vegas during the Market Leaders Dinner.

The Brand Builder Awards recognize the most innovative and effective marketing campaigns throughout the residential and commercial design and construction industries. Companies selected for recognition have executed campaigns that generate sales, motivate buying behavior and inspire customer loyalty. Companies submitted entries in six categories, ranging from advertising campaigns to website design to channel marketing programs.

“We are thrilled to honor Sierra Pacific Windows as a Bronze winner in the Best Website Design & Marketing Strategy of our Brand Builder Awards,” said Jeff Meyers, CEO of Hanley Wood. “Their creative marketing approach combined with the effectiveness of their work, distinguished them as a leader in their category and offered great insight into the innovation within their company. I congratulate Sierra Pacific Windows for their success.”

Entries for the 2018 Brand Builder Awards were reviewed by a jury of experts in all areas of marketing. The jury reviewed entries and rated them based on a pre-determined set of criteria, which were established prior to the call for entries. The criteria may be reviewed online at www.brandbuilderawards.com.

The judges for the 2018 Brand Builder Awards were:

- Bill Puckett, Founder, Chief Creative Office, Puckett Marketing
- John DuBois, Free-lance writer and Creative Director
- Michael Krieger, Technology Market & Content Expert; and
- Christopher Yeich, Director of Content Marketing and Social Media at Dun & Bradstreet

About the Brand Builder Awards

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About Hanley Wood

Hanley Wood is the premier company serving the information, media, and marketing needs of the residential, commercial design and construction industry. Utilizing the largest analytics and editorially driven Construction Industry Database - powered by Metrostudy - the company provides business intelligence and data-driven services. The company produces award-winning media, high-profile executive events, and strategic marketing solutions. To learn more, visit hanleywood.com.