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Margulies Perruzzi Architects named recipient of Society for Marketing Professional Services award in video category

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Margulies Perruzzi Architects (MPA) is the proud recipient of a national award from the Society for Marketing Professional Services (SMPS). MPA received the top honor in the video category of the SMPS 36th Annual Marketing Communications Awards. The awards were handed out at the SMPS annual conference Build Business in Orlando, Fla. MPA was selected as a first place winner for its video and e-mail marketing/social media campaign promoting the firm's work for Philips and highlighting MPA's expertise in high-performance workspaces.

The video was created to showcase MPA's design capabilities in high performance or alternative workplace design, and a campaign involving the entire firm was planned to harness the power of that video piece. In an attempt to maximize exposure of the video, a strategy was created for social media, utilizing MPA's Facebook, Twitter, and YouTube channels. The entire firm also participated in an integrated marketing campaign, with personal emails to 1,719 past, present, and potential clients and outreach through employees' own social media accounts. The video/marketing campaign came in under budget and yielded responses that ultimately led to two new projects for MPA.

The SMPS jury found MPA's video and ensuing campaign to be "clean (and) concise," during voting on April 6. Jurors also said the video was a great use of "personalization" in marketing and commented on the "smart content" and "client focus." MPA's entry earned 45.5 points out of a possible 50.

"The best way to get the feeling of a project is to physically be in the space," said Barbara Hicks, MPA's director of marketing and media. "We felt the next best way to get 1,719 people to tour the project was to show them a video. Getting our client involved in the making of the piece also helped the viewer understand how the space is used. We're thrilled to be recognized with this award from SMPS."

"Forward thinking is one of the hallmarks of the design work at MPA, and the creative products put out by our marketing staff are no exception," said Marc Margulies, AIA, LEED AP, principal at MPA. "This campaign presents one of our cutting-edge projects in a technologically-advanced way."

Hicks and Duncan Lake, videographer at MPA, created the award-winning video, which may be viewed at <http://url.ie/fgpz>. In 2012, MPA was awarded the first place honor in the Integrated Marketing Campaign category in the SMPS Boston Recognizing Outstanding Communications (ROC) Awards for the same Philips video and email/social media marketing campaign.

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