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Wise Construction Receives Multiple Honors for Brand Repositioning

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Winchester, MA According to Wise Construction, its marketing team, in partnership with Communications, Ink, has received multiple awards for the creativity and strategic impact of its recent brand repositioning.

At the SMPS Boston Marketing and Communications Awards Gala, Wise Construction was awarded First Place for Corporate Identity, Second Place for Promotional Campaign, and the Overall People's Choice Award for Corporate Identity. These honors celebrate Wise Construction's thoughtful and collaborative approach to their brand refresh—a process that brought the company's 40-year history into sharper focus while positioning it for future growth. Additionally, Communications, Ink, the creative partner behind Wise's brand repositioning, earned a Hermes Creative Gold Award for Strategic Campaigns in Company Branding. These awards collectively recognize the joint effort between Wise Construction and Communications, Ink to elevate Wise's identity across the industry.

"Great partnerships are the cornerstone of transformative marketing. The materials Communications, Ink produced were a direct result of our close partnership and collaboration with Wise Construction, especially their marketing team. It's incredibly gratifying to see our work earn accolades from such esteemed organizations. Thank you, Wise, for providing us with this opportunity," said Cara Hutchins, CEO & founder of Communications, Ink.

The vision and leadership of Laura Player, chief marketing officer at Wise Construction, were key to the success of this brand refresh. Her energy and passion helped distinguish the brand throughout the construction industry and make a more meaningful and purposeful presence within the company and beyond. "We're honored to receive these awards as they celebrate a part of Wise that could only have been expressed through an elevated brand identity," said Player. "We didn't change who we are—we simply brought our core values and mission into clearer focus. None of this could have truly been possible without the incredible creativity and support of Communications, Ink."

The cohesive new look and messaging have permeated every aspect of Wise's operations—from proposals, presentations, website, social media, event marketing, and recruiting. It's a true reflection of the company's development over the last 40 years. As Player added, "This brand repositioning strategically put into words what Wise has embodied for decades. We leaned into who we've always

been and solidified it by writing a clear mission statement that created clarity around our brand."

John Wise, president of Wise Construction, also recognized the impact of this initiative, said, "I am thrilled to celebrate Laura and her team for their remarkable contributions to Wise's success. Through outstanding creativity, relentless hard work, and strategic insight, they have not only elevated our brand but directly led to us winning significant projects that enhance our company's growth and reputation. Laura's vision, paired with her team's dedication, has enabled us to stand out in a competitive industry. We are incredibly grateful for her leadership and look forward to continued success driven by her and her team's exceptional work."

The impact of this brand refresh has been far-reaching, helping Wise to reposition itself within the marketplace while staying grounded in its foundation. "We've reinforced our company's foundation by deepening our relationships with existing clients while also forging partnerships with new clients," said Player. "Over the past year, we have been awarded opportunities we might not have won before. While branding isn't the sole reason, it's helped us think more critically about our marketing materials and go above and beyond for our clients. Wise hasn't changed—our messaging has just caught up to who we are."

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