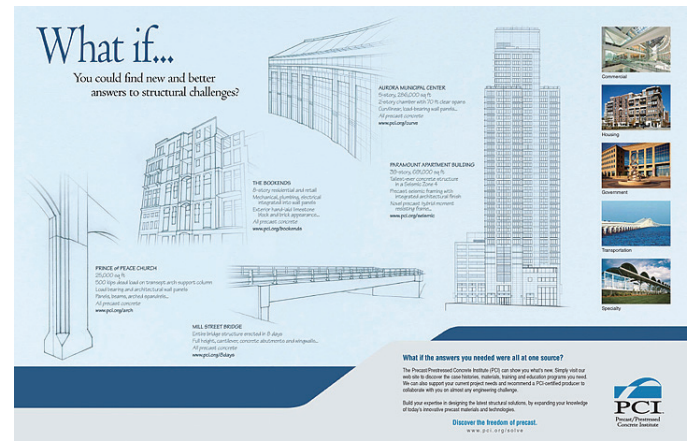




Prince of Peace

Focused on the architect, and ran from January through June, 2006 in *Architectural Record*, *Building Design and Construction*, *Construction Specifier* and *Architectural Products*.



One Source

Speaks to all involved in the design, engineer and construction of commercial structures. Ran in *Engineering News Record*, and *Building Design & Construction* during February – May, 2006.

The story inside the What If ad campaign

Customer insights, the source for inspiration

Creating communications that inspire and change the mind requires insight. The foundation for PCI's campaign comes from year long intensive discussions with membership, regional directors and owners, and attitudinal research conducted among architects and engineers. Specifier research identified a key challenge to growth—precast was seen as a quality material but very restrictive in how or where it is best utilized. In fact, many of the key benefits associated with precast were often overlooked because the material was famous for parking garages or simple structures that exhibited limited originality in design.

**Creating the PCI What If campaign...
...Promise. Progress. Materialization.**

In 2006, PCI began a strategic journey to reinvigorate industry growth and enhance the Association. To begin this movement, a series of internal and external communications would

need to be designed that promoted change and elevated the positioning of both precast and PCI in the marketplace.

Changing minds with a simple question...

The architects' world revolves around creation of an experience defined by the form and function of a structure's design. Fundamental to this activity is the continual search for the original. When the architect asks "What if", they are creating new possibilities. When the precast industry asks the architect "What if", we are creating new possibilities for precast in the architect's mind.

Evoke emotion with compelling graphics

Turning vision into reality is the basic description for almost any construction project. As the project transitions from beginning to end, an emotional connection is formed. The campaign features graphics that include sketches and finished structure to suggest the precaster's collaborative role and material's custom properties.

Key elements in the ads

- **Call to action** – "Discover the freedom of precast" invites the reader to learn about and use previously unknown possibilities of precast.
- **"Materialize"** – a *new* term for the industry that speaks directly to achieving the designer's vision. It also promotes precast as a process, rather than a product.
- **Precasters as "providers"** – rather than label precasters as "manufacturers" or "producers", the term providers positions PCI-certified providers as comprehensive suppliers of design support, engineering and manufacturing services.

