



AOE PORTFOLIO

MARKETING



ABOUT AOE



With roots dating back to the early 1990s, Advancing Organizational Excellence (AOE) is an association management, event planning and marketing consulting firm with unique expertise in the design and construction industry.

Our 80-plus team members have experience in all aspects of business in this industry, ranging from strategic planning and operations to membership, marketing, certification, training, code advocacy and adoption and more.

AOE is committed to providing best-in-class services and putting our profits right back into the industries we serve. When you hire AOE, you invest in yourself, and you invest in your industry.

WHAT IS MARKETING?

No matter how great a company's products are, how valuable an association's benefits may be, or how innovative an organization's leadership is, even the best offerings can go unnoticed without marketing. Marketing, the process of creating, promoting and delivering products or services to customers, clients or members, helps you connect with your audience, build trust and stand out in a crowded market.

Before jumping straight to implementing tactics, AOE understands that successful marketing requires preparation—namely, a strategic marketing plan that outlines key messaging and objectives, as well as an understanding of the target audience and how best to reach them. With a solid marketing plan as our foundation, the AOE Team utilizes our expertise in content marketing, search engine optimization (SEO), advertising, digital and social media marketing, and other tactics to help clients build their brand, connect with their target audiences, drive engagement and meet their goals.



CLIENTS FEATURED IN THIS PORTFOLIO

- [American Concrete Pavement Association \(ACPA\)](#)
- [Axalta](#)
- [Concrete Industry Management \(CIM\)](#)
- [International Grooving and Grinding Association \(IGGA\)](#)
- [RC3](#)



Promotional Campaign

Launch of Concrete Pavement Week

THE CLIENT

Founded in 1963, the American Concrete Pavement Association (ACPA) is the world's largest trade association that exclusively represents the interests of those involved with the design, construction and preservation of concrete pavements.

PROJECT OVERVIEW

Expanding the use of concrete pavement requires an understanding of its benefits. To that end, state-level ACPA committee and staff members brainstormed ways to raise awareness of the value of concrete pavements. The result was the birth of Concrete Pavement Week—a dedicated week for the industry to work collaboratively on promotion, outreach, education and advocacy.

The inaugural Concrete Pavement Week occurred June 28 to July 4, 2026. AOE served as the strategic and creative partner for the campaign, designing the framework, producing the assets and managing outreach at the national level.



AOE deliverables included:

- A **member and chapter toolkit** containing:
 - › A proclamation request template for members and chapters to use in outreach to their legislators.
 - › A letter template for members and chapters to use in outreach to their colleagues.
 - › A media outreach guide, complete with instructions, best practices and a sample press release.
- A **dedicated website** to centralize campaign resources and information.
- An **educational video** to communicate the benefits of concrete pavement.
- **National media outreach management** on behalf of the organization.



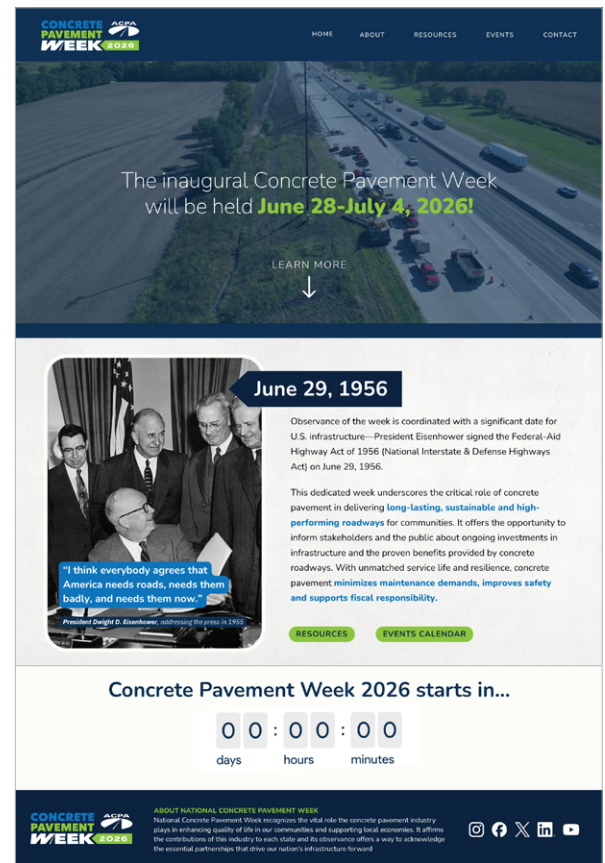
Promotional Campaign

Launch of Concrete Pavement Week

RESULTS

The campaign delivered measurable results across advocacy, digital engagement and earned media:

- **Government recognition:** Governors in both Kentucky and Pennsylvania recognized the inaugural Concrete Pavement Week through formal proclamations, setting the stage for wider public recognition of concrete pavement.
- **Digital engagement:** During Concrete Pavement Week alone, the website drew 190 page views from 210 unique visitors, with an average session of more than three minutes, a sign of genuine interest.
- **Earned media:** Coverage was consistently positive. Over one month, the event reached a total editorial audience of 1.85 million, spanning social media mentions, seven online news stories and two print news stories.



Continuing Education Campaign

Architectural Coatings: Building a Lasting Finish

THE CLIENT

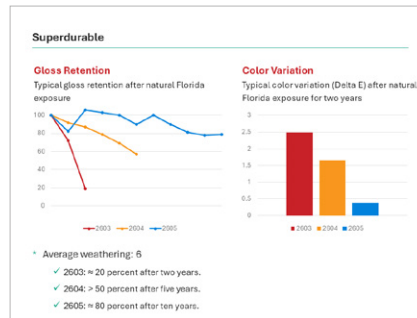
Dura Coat Products, Inc., an Axalta Coating Systems Company, is a manufacturer of industrial coatings for metal. In the architectural market, the coatings are applied to metal extrusions, curtain walls, roofing, decorative metalwork and more.

PROJECT OVERVIEW

Architectural coatings come in a range of formulas and it is important for architects, designers and fabricators to understand the various chemistries available. Because of the topic's complexity, continuing education courses and in-person presentations are an invaluable way of communicating coating applications and performance.

For years, AOE has supported Axalta's course development and related marketing. Output included:

- Copywriting and graphic design for multiple versions, including company-branded stand-and-deliver presentations as well as unbranded courses for hosting on an e-learning platform
- Advertisements announcing CEU courses
- Email campaign copywriting
- E-Learning platform "Product Showcase" banner ads
- A training video on achieving color control

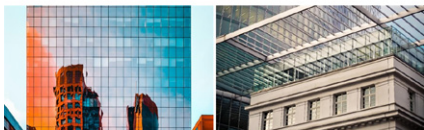


Why Do We Apply Coatings to Metal?

- Improve Appearance.
 - ✓ First impression of any cladding material is color and finish.
 - ✓ Even the best cladding, if it has poor coating appearance, is perceived as low quality. On the other hand, a very good coating can improve the perceived value.
 - ✓ Customers want color options.
- Corrosion.
 - ✓ All metal oxidizes, affecting perceived quality of part.
 - ✓ Environment of the installed coated part will impact rate of corrosion.
 - ✓ Coating "system" includes metal pretreatment.

Aluminum Façade Components

- Curtain wall extrusion framing.
- Aluminum composite core panels.
- Commercial windows.
- Louvers, grilles, sunscreens and canopies.



Ultradurable FEVE Powder (Meeting AAMA 2605)

Characteristics	Advantages	Uses	Typical Applications
• Premium exterior performance. • Industrial/architectural applications.	• Outstanding protection from acid rain and corrosive environments. • Excellent color retention. • Resistance to chalking and fading. • Available in a wide variety of colors, including metallics.	• Residential and commercial building projects requiring long-term UV and weathering resistance.	• Curtain walls and high-rise applications. • High-performance residential applications such as windows.

Powder Coatings

- Coating in a fine powder form.
- Electrostatically applied.
- Fused at elevated temperature.
- Benefits:
 - ✓ Virtually no VOCs.
 - ✓ HAPS Free.
 - ✓ Reclaimable – very efficient.
 - ✓ No hazardous waste.
- Ideal applications: Aluminum windows, aluminum entryway doors, hand railings, fences and steel.



Dura Coat
PRODUCTS
An Axalta Coating Systems Company

*Dura Coat has a coating
that makes it beautiful.*



Email Campaign

Concrete Industry Management (CIM) Auction

THE CLIENT

The Concrete Industry Management (CIM) Program is a business-intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management. The program is supported by industry members and an Annual Auction held each January during World of Concrete in Las Vegas.

PROJECT OVERVIEW

The AOE Team has supported the advertising, promotion and public relation efforts for the CIM Auction for years. This includes working with the National Steering Committee to draft press releases, eblasts, website copy, social media content and other promotional collateral.

Through this work, the 2023 CIM Auction was able to raise a record \$2.1 million in gross revenue, shattering previous years' records. This campaign received a Hermes Creative Strategic Campaign Gold Award in 2024.



“The 2025 Concrete Industry Management (CIM) Auction at World of Concrete shattered all previous records! Our partners at AOE were essential in helping the National Steering Committee promote the Auction. For more than 17 years, we’ve counted on AOE to help support our public relations, social media and marketing efforts to promote the Auction and the CIM program. The AOE team was, and continues to be, an important part of our success.

BRIAN GALLAGHER

Marketing Committee Chair,
National Steering Committee, CIM



Email Campaign

Back to the Future: Concrete's Role in Preserving the Interstate System

THE CLIENT

The International Grooving & Grinding Association (IGGA) is a non-profit trade association committed to the development of the diamond grinding and grooving process for pavements constructed with portland cement concrete and asphalt. The association serves as the leading technical and promotional resource for the acceptance and proper use of diamond grinding and grooving as well as portland cement concrete preservation and restoration.

PROJECT OVERVIEW

The goal of this campaign was to engage the IGGA's readers, developing a unique approach to the standard emails they generally received. The history of concrete roads and interstates was researched, a timeline was generated, and images were gathered to accompany historic moments. The timeline was broken into six different eras that were each featured as a stand-alone article in the series, including:

- [Ancient Rome](#)
- [The Dawn of Concrete Pavement](#)
- [Concrete's Golden Era](#)
- [Building the Backbone](#)
- [Paving the Way](#)
- [Building for the Future](#)

These emails were distributed to the client's audience in a bi-weekly series that resulted in much more engagement than standard IGGA emails. The best open rate for this series was **57%** (industry average: 23%) and the highest click rate was **36%** (industry average: 2%). Readers shared their appreciation with IGGA, saying the content was engaging, fun, interesting and added "sparkle" to the standard content.

AOE was involved in the pitch creation, content development, graphic design and final write up for each installment of this series. The campaign won a 2025 AVA Digital Award in the Digital Marketing category.

57%
OPEN RATE
INDUSTRY AVG: 23%

36%
CLICK RATE
INDUSTRY AVG: 2%



Email Campaign

Aligning Your Department's Priorities with Bipartisan Infrastructure Law Funding Priorities

THE CLIENT

Founded in 1972, the International Grooving & Grinding Association (IGGA) is the sole representative of the grooving, grinding and concrete pavement preservation (CPP) industry.

PROJECT OVERVIEW

AOE worked on this project with the IGGA in response to the Infrastructure Investment and Jobs Act seeking to fund the rebuilding of America's roads and bridges, marking an opportunity for the industry. The need to provide educational resources was heightened by the fact that industry knowledge of concrete pavement maintenance and construction practices was muddled in the face of increased use of asphalt on these types of projects.

The IGGA and AOE responded by launching an educational email campaign that targeted state departments of transportation and other agencies that have responsibility for maintaining infrastructure. We developed a five-part series titled "Aligning your Department's Priorities with BIL Funding Priorities," focused on tying individual funding programs to types of concrete paving techniques that meet funding goals.

SERIES INSTALLMENTS

- [Carbon Capture](#)
- [Smooth Roads](#)
- [Pavement Grooving](#)
- [Albedo](#)
- [Reduced Traffic Maintenance](#)



AOE was responsible for the development of the series content and creating branding specific to the series that called out highlights within the email campaigns. This work included developing email headers, taglines, graphics and formatting. Open rates for the mailings were as high as **46.4%** (benchmarked against an industry average of 23%) and helped decision-makers easily identify products and services that fulfilled their needs.

This campaign won a 2023 MarCom Award in Advertising/Marketing.



Many of the initiatives outlined within the Bipartisan Infrastructure Bill fall firmly within the purview of the IGGA, such as our contractor members' services resulting in accident reduction, carbon reduction, and more. Explaining to departments of transportation and other agencies exactly how the funding fits our abilities helps the IGGA membership compete for, and win, work based on the newly available funding. **Through the use of clear graphics and technical writing, AOE helped us connect the dots for our readership between the available funding and pavement maintenance techniques that qualify.**

JOHN ROBERTS

Executive Director, IGGA



Promotional Campaign

RC3: Supporting Concrete Industry & Agency Collaboration

THE CLIENT

RC3 is a consortium of experts that provides direct expertise to highway agencies, contractors, and the cement and concrete industry. It provides technical information and guidance in an ever-evolving market, with a focus on promoting longevity, resilience, innovation, and economic performance in infrastructure.

PROJECT OVERVIEW

Established in 2024, the consortium was created to disseminate federal funding information, assist agencies with Low Carbon Transportation Materials grant applications, provide technical support, and enhance contractor readiness. As the market and federal funding priorities shifted over the years, the consortium adapted to remain a relevant and valuable technical resource for state highway agencies and other stakeholders responsible for the nation's infrastructure.

AOE played a key role in shaping messaging and branding throughout this process. The team supported the creation of various content pieces, including one-pagers, weekly e-newsletters, blog posts, and website landing pages. In 2025, AOE spearheaded a major rebranding initiative, introducing a new logo, tagline, and graphics. By 2026, vision statements and messaging were further refined to emphasize emerging materials and technologies, address barriers to low-carbon adoption, and promote cross-state collaboration.

- E-mail open rates averaged 50%.
- To build awareness and grow subscribers, news and updates are regularly mailed to a broader, but targeted, audience of ~1,800.





RECAP

With decades of marketing experience in the AEC and other industries, AOE has the expertise needed to ensure your marketing efforts are both strategic and successful. Every step of the way—from strategic planning and implementation of tactics, to the monitoring of metrics and achievement of desired results—our team of seasoned professionals can help you reach your marketing goals.

MARKETING SERVICES

- Strategic marketing planning
- Social media marketing
- Search engine optimization (SEO)
- Email marketing
- Content writing and creation
- Personalized marketing campaigns
- Branding and graphic design
- Video production
- Advertising
- Analytics tracking

NEXT STEPS

Thank you for taking the time to browse our portfolio of marketing projects. If you would like to learn more about these projects, our approach or other projects we have worked on, please reach out to us! We appreciate the opportunity to share our work with you and look forward to answering any questions you may have about our offerings.

You can reach the AOE Team via email, our website or by phone:



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You can also find us at:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Spotify](#)

