

AOE PORTFOLIO

ADVERTISING DESIGN

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 ADVERTISING DESIGN?

Advertising design focuses on creating visuals for ad campaigns, whether in print or digital format. It requires an understanding of design best practices, trends and audience perception—as well as a good working relationship with industry publications. Print advertisement includes magazine and newspaper ads, catalogs, billboards, promotional postcards and flyers, and banners, among others. Digital advertisement includes display ads on websites, mobile ads and ads on social media platforms.

CLIENTS FEATURED IN THIS PORTFOLIO

- [American Concrete Institute Foundation \(ACIF\)](#)
- [Canada Building Materials \(CBM\) Aggregates](#)
- [NEU: An ACI Center of Excellence for Carbon Neutral Concrete](#)
- [Parker LORD](#)
- [Reduced Carbon Concrete Consortium \(RC3\)](#)
- [Rieck Services](#)
- [St. Marys Cement](#)



Awareness Campaign

A New Ad Aesthetic

THE CLIENT

The ACI Foundation is one of the 501(c)3 subsidiary organizations in the ACI family of companies. The Foundation engages industry partners, invests in students and research, shares knowledge, and provides programs for professional development and personal growth, all with the intent of keeping the concrete industry at the forefront of technological advances in material composition, design, and construction.

PROJECT OVERVIEW

The ACI Foundation was interested in finding a new visual approach to delivering their message to target audiences, namely in the form of ads run in *Concrete International* magazine. The magazine, which reaches an estimated 75,000 readers, is the go-to print resource for leaders and decision makers in the concrete industry. The Foundation asked AOE to develop a new brand aesthetic for their print ads; the resulting full-page designs ran in several issues of *Concrete International* and served as the design foundation for social media graphics and other marketing collateral.



Awareness Campaign

Educating an Audience on Aggregate

THE CLIENT

Canada Building Materials (CBM) Aggregates is the building materials division of St. Marys Cement. In addition to its more than 450 Ready-Mix trucks operating out of 40 plants across Canada, CBM is also a major aggregate producer. Its sand and gravel operations and quarries supply the Southern Ontario market, which consumes more than 140 million tons of aggregate annually.

PROJECT OVERVIEW

In 2021, CBM Aggregates submitted an application to expand its Lanci sand and gravel pit in Puslinch, Ontario. To educate residents on their operations, CBM Aggregates contacted AOE to design four full-page ads that would be distributed in the *Puslinch Pioneer*, a local publication that is distributed to 3,500 households in the township, as well as in an online version for subscribers. CBM Aggregates asked that the ads show how aggregate is used as well as what the company does with land once extraction is complete.

After providing numerous site tours and hosting open houses and community events, CBM Aggregates was granted the right to expand the Lanci Pit by the Ontario Land Tribunal in April 2024. The 14.8-hectare expansion will have a 10.1-hectare extraction area, which the company estimates will have an output of up to four million tons of sand and gravel.



BEAUTIFUL RESULTS

When extraction is complete...

Rehabilitation of a site is a legal requirement of an aggregate licensee in Ontario. The result is often a more beautiful and useful landscape than before extraction took place. The rehabilitation is carefully planned and the land is shaped to support the end use.

The most common land uses for rehabilitated aggregate sites are naturalized, agricultural, open space and water bodies that can complement and enhance the surrounding natural environment or be used for recreational purposes. Other producers will go beyond what is required by current regulations and aim to enhance natural environment features that may be adjacent to their site by working closely with the province, municipalities and conservation authorities to create naturalized buffer zones and wildlife corridors.

A testament to the effectiveness of pit and quarry rehabilitation is that some of the best known natural landmarks in Ontario used to be either a pit or a quarry, including more than 70 rehabilitated sites within the city boundary of Toronto alone. Some noteworthy local rehabilitations include Snyder's Park, Chualar Tract, the Guelph Arboretum and the David Heritage Homes community.

Learn how other sites have been rehabilitated to enhance communities at www.cbmaerfoylepit.ca.

AGGREGATE.

What does it mean to you and the community?

Literally tonnes of aggregate are used throughout our communities.

Approximately 164 million tonnes of aggregate are used in Ontario each year. That's about 12 tonnes per person.

An average brick home requires 250 tonnes of aggregate, which is equal to 7 truckloads.

An average school needs 13,000 tonnes of aggregate, or approximately 342 truckloads.

One kilometre of a six-lane road uses 51,800 tonnes of aggregate, or 1,363 truckloads.

The highway portion alone of the Highway 6 bypass will require at least 750,000 tonnes of aggregate, or 19,737 truckloads.

Sixty percent of the cost of aggregate is transportation. It would take approximately 2,824,000 extra litres of diesel fuel annually, if every truck had to drive just 1 extra kilometre to their site. It makes environmental and economic sense to locate pits and quarries close to where the aggregate will be used.

QUESTIONS? Learn more about the importance of aggregate to the projects in our community at www.cbmaerfoylepit.ca.

AGGREGATE.

It's in almost everything we touch.

AGGREGATE.

What is aggregate? Aggregate is the technical name for stone, sand and gravel. It is found in our buildings, homes, roads and sidewalks. Aggregate even plays a purification process.

Where does aggregate come from? Aggregate is extracted from pits and quarries. Pits and quarries are generally located in areas of naturally occurring deposits of limestone which are all used in building materials in Ontario. Since aggregate is where nature put them, land use planning can be a challenge since pits and quarries developed wherever the resource is located.

What happens when extraction is complete? Pits and quarries are a temporary. When extraction is complete in different phases of the operation, progressive rehabilitation. Once extraction is fully complete, final rehabilitation can restore the land to land uses including wildlife habitats, wetlands, recreational parks, forestry, or, in some cases rehabilitation of the property can be completed in a way that provides alternate uses such as commercial or housing development.

Overseer? Learn more about the importance of aggregate to the projects in our community at www.cbmaerfoylepit.ca.

THE NEW HIGHWAY 6 BYPASS

IT ALL BEGINS WITH AGGREGATE

AGGREGATE IS THE BASE MATERIAL FOR ANY ROAD. It provides a solid foundation before paving can even begin. On the Highway 6 bypass, the highway portion alone will require at least 750,000 tonnes of aggregate. This doesn't even include any aggregate needed for bridges, interchanges, new service roads and any extensive resulting road improvements. Aggregate is an essential building material.

QUESTIONS? Learn more about the importance of aggregate to the project in our community at www.cbmaerfoylepit.ca.

Votorantim Cimentos **CBM Aggregates**



Awareness Campaign

Introducing a New Industry Association

THE CLIENT

NEU: An ACI Center of Excellence for Carbon Neutral Concrete was established by the American Concrete Institute to collaborate globally to drive education, awareness and adoption of the use of carbon neutral materials and technologies in the built environment.

PROJECT OVERVIEW

As a relatively new non-profit organization, much of NEU's marketing efforts focus on recruiting members, promoting services and establishing their role in the concrete construction industry. NEU requested that AOE develop ads that introduced NEU's target audiences (project owners, specifying agencies, architects, engineers, developers, contractors, material/product suppliers, trade associations, related NGOs and educational institutes) to their organization and invite them to join and support their mission. NEU was able to reach their target audiences through these full-page ads placed in issues of *Concrete International* magazine, which has an estimated 75,000 readers, including leaders and decision-makers in every facet of the concrete industry. Additionally, NEU continues to use these ads as handouts at tradeshow and conventions.



Animated and Static Digital Ads

Promoting a New Product Line

THE CLIENT

The Lord Division of Parker has nearly 100 years of experience in manufacturing and developing adhesives, coatings, thermal management materials, motion management devices and sensing technologies that significantly reduce risk and improve performance. Parker Lord serves numerous industries, including the electric vehicle (EV) industry.

PROJECT OVERVIEW

To promote CoolTherm, a line of thermal interface materials used for heat management in EVs, among other applications, Parker Lord asked AOE to develop a series of animated and static banner ads. These ads also were repurposed for use on Parker Lord's social media accounts.



Promotional Print Ads

Showcasing a Portfolio of Projects

THE CLIENT

The Lord Division of Parker has nearly 100 years of experience in manufacturing and developing adhesives, coatings, thermal management materials, motion management devices and sensing technologies that significantly reduce risk and improve performance. Parker Lord serves numerous industries, including the electric vehicle (EV) industry.

PROJECT OVERVIEW

In recent years, Parker Lord has heavily invested in developing solutions for the EV industry. To promote their products, including a portfolio of products meant specifically for EV applications called EV ONWARD, they asked AOE to design several ads for industry publications, ranging from half-page to full-page in size.



Parker Lord

Market-Leading Solutions for EV Applications

Introducing EV Onward™, Parker's portfolio of EV solutions that pairs engineering expertise and trusted products to solve complex challenges in thermal management, light-weighting, fast-charging, reliability and safety.

EV Onward™ is built on a strong foundation of trusted products and powered by engineers and scientists who are ready to tailor solutions to meet any challenge.

Parker's commitment to customers is why our products are on nearly every car in the world.

parker.com/EVOnward

EV ONWARD™




Parker Lord

Market-Leading Solutions for EV Applications

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EV ONWARD™

parker.com/EVOnward




Parker Lord

Market-Leading Solutions for EV Applications

The switch from internal combustion engines to electric vehicles is accelerating, powered by advancements in technology, environmental awareness and consumer behavioral changes. This rise will lead to greater expectations, a flood of new designs and new engineering needs.

Parker's passion for innovation is driven by a desire to create value for our customers. Through the power of collaboration, we shape tomorrow with greater ideas.

Together, we're making the impossible real.

parker.com/APS/EV




Parker Lord

Market-Leading Solutions for EV Applications

The switch from internal combustion engines to electric vehicles is accelerating, powered by advancements in technology, environmental awareness, and consumer behavioral changes. This rise will lead to a customer expectation reset, a flood of new designs and new engineering needs.

Parker's passion for innovation is driven by a desire to create value for our customers. Through the power of collaborative relationships, we shape tomorrow with greater ideas.

Together we're making the impossible real.

We deliver solutions designed to meet your specific needs, process improvements and cost targets and that's why our products are on nearly every car in the world.

parker.com/APS/EV




Mobile Geofencing Ad Campaign

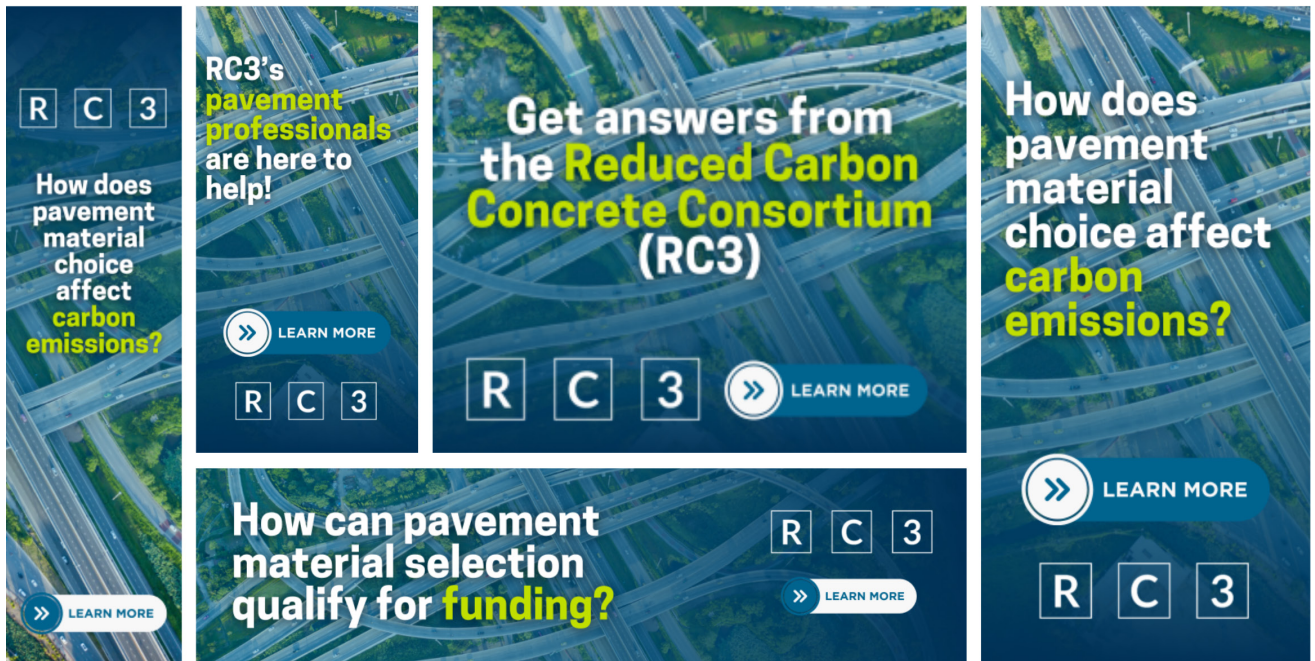
Spreading the Word on Federal Funding

THE CLIENT

The Reduced Carbon Concrete Consortium (RC3) helps disseminate information on reducing carbon in the construction process, and assists DOTs and other qualifying entities with Low-Carbon Transportation Materials (LCTM) grant applications and program execution. The Consortium's members include the American Concrete Pavement Association (ACPA), the National Concrete Pavement Technology Center (CP Tech Center), Concrete Advancement Foundation, National Ready Mixed Concrete Association (NRMCA) and the MIT Concrete Sustainability Hub (CSHub).

PROJECT OVERVIEW

To bring awareness to the LCTM program and how RC3 is able to provide application assistance and technical support to potentially qualifying grant recipients, RC3 asked AOE to create animated banner ads that would direct audiences to their website and resources. AOE designed two series of ads—one for a general audience and one directed at contractors—that were used in mobile geofencing campaigns targeting industry conferences. Four campaigns, each running three to five days in duration, resulted in 12,798 total views and a click-through rate of 0.55%, far above the established industry standard for successful display campaigns (0.35%).



Event Sponsorship Ads

Raising Awareness among Event Attendees

THE CLIENT

Rieck Services is a mechanical contracting service company serving the southwest Ohio region. Rieck has operated in Dayton since 1892 and is committed to giving back to the community through sponsorships of local events and fundraisers.

PROJECT OVERVIEW

In recent years, Rieck has sponsored the Boonshoft Museum's Eco Bash; St. Carroll High School's St. Pat's Fest, which raises money to provide scholarships and support the school's music program; the Ungala; and many other events that benefit the Dayton area and its residents. To reach potential new clients at these events, raise awareness of their business and promote their services, Rieck asked AOE to produce ads for inclusion in print and digital marketing materials, as well as banners and signage displayed at the venues.



Partner with Rieck Services
Your Key to Lower Operating Costs!

Rieck Services understands the importance of maximizing efficiency while minimizing expenses for commercial property owners. Our team of expert engineers and technicians provides cutting-edge solutions that not only optimize your mechanical systems but also significantly reduce operating costs. From energy-efficient HVAC upgrades to smart building automation, we tailor our services to suit your unique needs, ensuring a seamless integration that drives sustainable cost savings. Partner with Rieck Services today to unlock a cost-effective future for your business!

For more than 130 years, Rieck Services has provided the highest level of HVAC and plumbing services, from superior 24-hour responsive emergency service with one of the largest maintenance staffs, customized maintenance to programs and the latest state-of-the-art management and monitoring tools.

RIECK SERVICES
A BGS COMPANY

How can we help? Contact Rieck today.
info@rieckservices.com | www.rieckservices.com
937-749-0400 | 5245 Wadsworth Road, Dayton, OH 45414
513-733-8888 | 5301 Lester Road, Cincinnati, OH 45213



Capitalizing on more than **130 years of experience**, Rieck Services is dedicated to helping owners achieve efficient and cost-effective HVAC and plumbing operations.

Rieck Services provides the highest level of service with superior 24-hour responsive emergency service, one of the region's largest maintenance staffs and customized maintenance programs designed to help reduce your building's overall cost of operations.

RIECK SERVICES
Proud Sponsor of Boonshoft's Eco Bash



RIECK SERVICES
Your Mechanical Contracting Service Partner

**Reliable.
Trusted.
Experienced.**



Product Print Ads

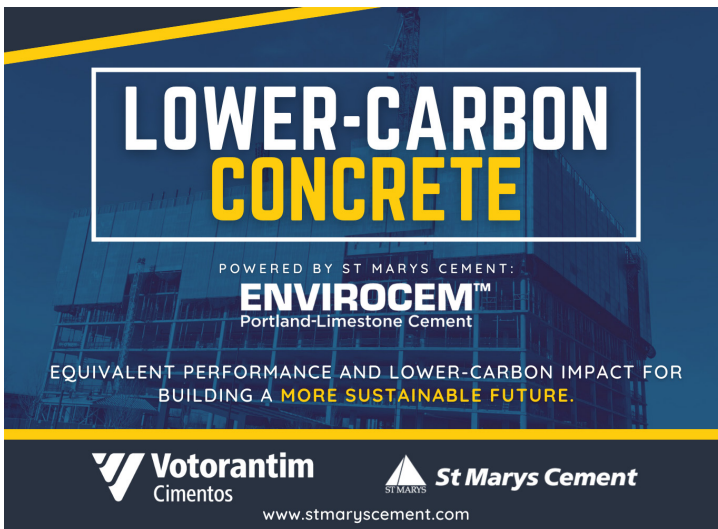
Promoting Sustainable Solutions

THE CLIENT

Founded in St. Marys, Ontario, in 1912, St. Marys Cement is a major producer of cementitious materials in the Great Lakes Region. Today, St. Marys Cement is the cornerstone of the North American operations of Votorantim Cimentos, a Brazilian company that is one of the largest cement producers in the world.

PROJECT OVERVIEW

Both St. Marys Cement and Votorantim Cimentos share a commitment to improving natural resource allocation, controlling emissions, reducing waste and developing new technologies and products that promote eco-efficiency. St. Marys turned to AOE to create a series of print ads in a variety of sizes promoting these products to a target audience of concrete contractors across North America.



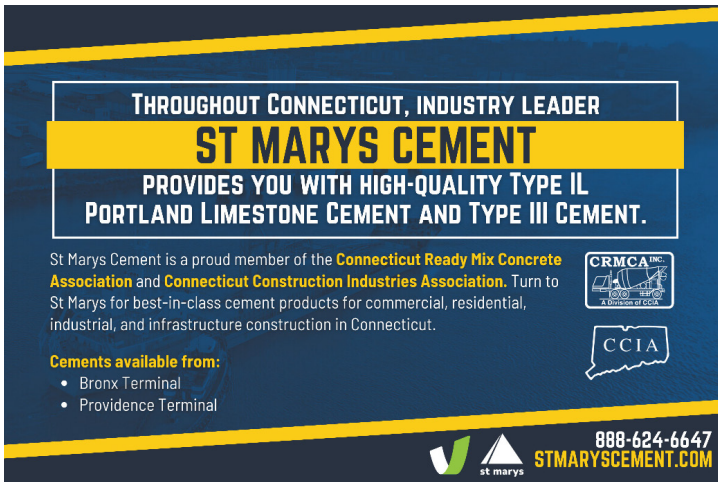
**LOWER-CARBON
CONCRETE**

POWERED BY ST MARYS CEMENT:
ENVIROCEM™
Portland-Limestone Cement

EQUIVALENT PERFORMANCE AND LOWER-CARBON IMPACT FOR
BUILDING A **MORE SUSTAINABLE FUTURE.**

Votorantim
Cimentos

St Marys Cement
www.stmaryscement.com



THROUGHOUT CONNECTICUT, INDUSTRY LEADER
ST MARYS CEMENT
PROVIDES YOU WITH HIGH-QUALITY TYPE II
PORTLAND LESTONE CEMENT AND TYPE III CEMENT.

St Marys Cement is a proud member of the **Connecticut Ready Mix Concrete Association** and **Connecticut Construction Industries Association**. Turn to St Marys for best-in-class cement products for commercial, residential, industrial, and infrastructure construction in Connecticut.

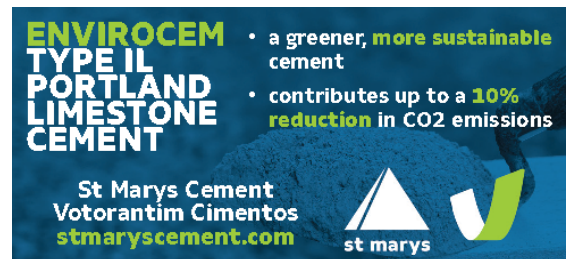
Cements available from:

- Bronx Terminal
- Providence Terminal

CRMCA™
A DIVISION OF CCA

CCIA

888-624-6647
STMARYSCEMENT.COM



ENVIROCEM
TYPE II
PORTLAND
LIMESTONE
CEMENT

- a greener, **more sustainable** cement
- contributes up to a **10% reduction** in CO2 emissions

St Marys Cement
Votorantim Cimentos
stmaryscement.com

st marys



**LOWER-CARBON
CONCRETE**

POWERED BY ST MARYS CEMENT:
ENVIROCEM™
Portland-Limestone Cement

EQUIVALENT PERFORMANCE AND LOWER-CARBON
IMPACT FOR BUILDING A **MORE SUSTAINABLE FUTURE.**

St Marys Cement

Votorantim
Cimentos

www.stmaryscement.com





RECAP

AOE's graphic design team has extensive experience working with organizations, associations and businesses of all sizes on both print and digital advertisements. From placing ads in the industry's top magazines and designing eye-catching billboards, to creating high-quality digital ads that drive traffic to your website, AOE's graphic designers work closely with our public relations, marketing and social media teams to ensure your ad looks good, conveys your organization's message and gives you the results you're looking for.

ADVERTISING DESIGN SERVICES

- Copywriting
- Print and digital ads designed to specification
- Ad placement
- Ad performance analytics
- Vendor coordination

NEXT STEPS

Thank you for taking the time to browse our portfolio of advertising design projects. 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:



info@aoeteam.com



aoeteam.com



+1.248.516.1101

You can also find us at:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Spotify](#)

