

High-Profile Blog

Rhino Receives National Award for Media Relations Achievements

SOUTH HAMILTON, MA – Rhino Public Relations has been honored with a Marketing Communications Award (MCA) from the Society of Marketing Professional Services (SMPS), recognizing the successful national media relations campaign for its client, GEI Consultants, Inc. This is the second year in a row that Rhino PR has been recognized by SMPS for its implementation of GEI's public relations program.

GEI Consultants is a national geotechnical, environmental, water resources, and ecological science and engineering firm comprised of a multi-disciplined team of engineers and scientists who deliver engineering and environmental solutions to its diverse clientele nationwide.

The focus of the award is the national public relations program and strategy that Rhino PR helped GEI Consultants create and implement. The results of this program included 71 media-related initiatives throughout 2010. This increased media visibility far exceeded the goal set at the beginning of the campaign.

"Rhino PR's expertise and dedication has helped make GEI one of the most visible brands in our target markets across the country," said Kelly Cohane, corporate marketing manager for GEI. "Their work has helped GEI achieve recognition across discipline areas, and has helped maintain the culture within GEI that encourages the healthy communication of company news. Rhino PR continues to help us communicate expertise in our chosen fields, and interacts with industry players and internal staff seamlessly."

Rhino PR was recognized with a third-place award in the category "External Corporate Communications Program: Media Relations Campaign" at the SMPS awards gala held on July 15 at the SMPS National Conference: Build Business™ in Boston.

The SMPS National Marketing Communications Awards program is the longest-standing, most prestigious awards competition that recognizes excellence in marketing communications by professional services firms in the design and building industry. Each year, this competitive awards program receives nearly 400 entries from more than 200 firms. Entries are evaluated by 80 distinguished and impartial jurors, representing industry and media leaders, design and graphics professionals, and clients.

Submissions for the media relations category were judged on the overall media plan, marketing objective, creativity, quality, content and quantifiable results. MCA is hosted by the Society for Marketing Professional Services, the most respected professional association for marketers and business developers in the industry.