

MEDIA RELEASE

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“OMNNI Associates Earns ‘New Media’ Marketing Award”

Appleton, Wisconsin—OMNNI Associates was recently recognized by *the Zweig White Marketing Letter 2011 Marketing Excellence Awards* for its role in using social media as a communication tool on an urban reconstruction project. OMNNI garnered a second place award in the category of New Media.

During an urban road reconstruction project, OMNNI used Twitter, as part of a comprehensive communications plan to keep residents apprised of the construction status. Daily tweets were sent by OMNNI’s resident engineer and included critical, real-time information such as road closures, mailbox relocations, lawn seeding schedule, changes in project schedule, etc. OMNNI’s Program Manager also sent out tweets regarding the project, as well as educational material and other information on OMNNI’s expertise. Both Twitter feeds, as well as the client’s, were installed on the project web page as a secondary site so that residents who were not on Twitter could still follow the tweets. The results showed that people were driven to the website and communication was increased.

The judges’ comments included, “Great strategy to push varied messages out to followers, so it was not only to inform of project status, but also educate about issues they may be interested in,” and “This is one of the best strategies and uses of social media I’ve seen for sharing project information.”

The *Zweig Marketing Letter 2011 Marketing Excellence Awards* recognizes the exceptional marketing efforts of architecture, engineering, planning, and environmental consulting firms in the United States and Canada. For this contest, exceptional is defined as "having achieved measurable results and/or design excellence."

Founded in 1968, OMNNI Associates is a full-service engineering, architecture, and environmental consulting firm headquartered in Appleton, WI. For further information, contact: Catherine E. Donker, OMNNI Associates, One Systems Drive, Appleton, WI 54914-1654; 800-571-6677; (920) 830-6121; cathy.donker@omnni.com

Please note: *OMNNI is an abbreviation for the last names of the company’s founders. As a result it is spelled with two N’s and should appear in all capital letters.* OMNNI Associates. Thank you.

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