



MillerClapperton Earns Four Construction Marketing Awards
Digital Programs Recognized in Annual STAR Awards

FOR IMMEDIATE RELEASE

Austell, Georgia – December 31, 2018 – The Miller-Clapperton Partnership, Inc. (MillerClapperton) has been recognized by the Construction Marketing Association (CMA) annual STAR™ Awards for marketing excellence in the construction industry for the second consecutive year.

Last year, the company's 'Friday5' blog received the 2017 SUPERSTAR Award in the Digital Marketing / Blog category. This year, the company was recognized with several awards for their digital marketing programs for parent company MillerClapperton, as well as subsidiary ecommerce company, Rapid Materials, Inc. (RapidMaterials).

RapidMaterials was recognized for excellence within the Social Media category for two platforms; Instagram and YouTube. The company launched Instagram as a new platform midway through the year and quickly grew the audience organically. They continue to enjoy a healthy audience growth rate month after month. RapidMaterials also relaunched their YouTube channel in early Spring of 2018 by creating/releasing new original content every few weeks, which enjoys more than 4.7k views each month. For each individual platform, the company received top honors by earning the SUPERSTAR award.

In addition to the two awards earned by RapidMaterials, MillerClapperton was recognized with two awards of their own. First, the company earned the SUPERSTAR award in the Publicity / Community Affairs category for the launch of their charitable initiative, MillerClapperton Cares. The incredible outreach produced by the first fundraising campaign earned more than \$20,000 for a local charity, the Kyle Pease Foundation, within four short weeks. The initiative has become a year-round charitable activity that will serve a variety of local organizations for years to come.

MillerClapperton also earned a STAR award in the Digital Marketing / Website category for the redesign of their corporate website. The new site focuses on minimal, but succinct copy and high-impact, quality photography to effectively communicate the company's story and their offering to customers. The site was designed in-house and demonstrates the organization's scope of work, while being functional and easy to navigate. A number of animations and scrolling features maintain interest and keep engagement high. Since launching the new site, MillerClapperton has seen a decrease in bounce rate and an increase in new visitors to the site.

"We are incredibly proud of the progress our marketing team has made in a short amount of time, and we are honored to have our efforts recognized by the Construction Marketing Association," said Zane S. Miller, vice president. "It has become increasingly more challenging for brands to stand out in the digital space and we will continue to challenge ourselves to find new and innovative ways to carry our industry forward," continued Miller.



The CMA STAR awards recognize excellence in 16 marketing categories and 80 sub-categories including advertising, branding, website design, social media, brochures, catalogs, new product launches, packaging, photography, promotions, publicity, merchandising, trade shows, videos, employee communications and integrated marketing campaigns, along with the 'Construction Marketer of the Year'.

"MillerClapperton was recognized for outstanding digital marketing programs in the construction industry," states Neil M. Brown, CMA Chairman. "The CMA STAR Awards showcase the very best in marketing, effectiveness, and creative execution."

ABOUT MILLERCLAPPERTON

MillerClapperton is a national fabricator and regional installer of highly-engineered cladding systems. Founded in 1979 by Ted S. Miller and Dave Clapperton, the company's headquarters is based in the Atlanta metropolitan area with a second fabrication facility in Mesa, AZ to service the western United States. For more information visit www.millerclapperton.com.

ABOUT RAPIDMATERIALS

RapidMaterials is an e-commerce business serving roofers, builders, contractors and do-it-yourself enthusiasts. Established in 2004 as Rapid ACM, the company later expanded its offerings to include construction tools, wall cladding materials, and fastening systems for metal roofs, and changed its name to RapidMaterials in 2009. The company is based in the Atlanta metropolitan area and serves customers worldwide. For more information visit www.rapidmaterials.com.

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