

MACKENZIE.

DESIGN DRIVEN | CLIENT FOCUSED

Jan Mason, Director of Marketing 503-224-9560 jmason@mcknze.com

Denny Shleifer, Shleifer Marketing 503-894-9646 denny@shleifermarketing.com

MACKENZIE WINS PLATINUM, TWO GOLD AND HONORABLE MENTION FOR WEBSITE, TOM MACKENZIE STORY

Portland, Oregon (November 12, 2015) – MarCom Awards announced the winners for the 2015 international awards competition, and Mackenzie is proud to have been awarded a Platinum, two Gold, and an Honorable Mention. Mackenzie’s website received a Platinum and Honorable Mention in the “Professional Service” and “Website Redesign” categories, respectively, while *The Tom Mackenzie Story* was presented with two Gold awards in two categories: “Corporate Image” and “Self-Promotion.”

With over 6,500 entries from 17 countries around the world, the MarCom Awards is an international competition that recognizes exceptional creativity by marketing and communication professionals. Winners were selected in seven forms of media: marketing, publications, marketing/promotion, public service, creativity, and electronic/interactive. The awards program is administered and judged by industry professionals chosen by the Association of Marketing and Communication Professionals (AMCP). These judges recognize outstanding companies and individuals whose creative talents exceed the expectation of the marketing and communication industry.

With Mackenzie’s major rebrand launch in 2013, a reimagined website design began. Unlike the previous static website, visitors now see strong visual images, read comprehensive people profiles, download useful PDFs, and can read about the latest news on Mackenzie’s people and projects. Engaging visitors and enabling an authentic brand experience were key objectives in the website redesign. Mackenzie believed that a highly informative website, instead of a generic and vague presentation of content, was the best means to stand out among professional service firm websites. From biographies of every employee, to detailed project stories, to curated client testimonials, Mackenzie’s new website delivers communications that are calibrated to clients who expect nothing less than exceptional professional performance. Fresh content and regular updates that are connected to social media help increase followers and web traffic. Many of these visitors, who eventually became clients, have admitted their selection of Mackenzie was based solely on the website. Mackenzie's in-house marketing team and IT programmers worked together in developing the new website to meet brand expectations.

The Tom Mackenzie Story encapsulates the history of Mackenzie. Since opening for business in 1960, Tom Mackenzie instilled a “client focus, design driven” approach. In this video, our founder, Tom Mackenzie, gives a proud endorsement of the company growth, leadership, and continuation of his legacy. The Tom Mackenzie Story is a detailed representation of Mackenzie’s professional, client focused corporate image. Tom Mackenzie started his company by hiring people that took pride in following a healthy lifestyle, caring for both mind and body. His legacy and philosophy of finding innovative design solutions for his clients as a priority continues today.

Mackenzie's Director of Marketing, Jan Mason, said "Being recognized by AMCP is a really exciting accomplishment for our marketing and IT teams. All those involved, from current and past employees, to firm leaders, deserve this appreciation of collaboration, talent, and creativity."



P 503.224.9560 ■ F 503.228.1285 ■ W MCKNZE.COM ■ RiverEast Center, 1515 SE Water Avenue, #100, Portland, OR 97214
ARCHITECTURE ■ INTERIORS ■ STRUCTURAL ENGINEERING ■ CIVIL ENGINEERING ■ LAND USE PLANNING ■ TRANSPORTATION PLANNING ■ LANDSCAPE ARCHITECTURE
Portland, Oregon ■ Vancouver, Washington ■ Seattle, Washington

About Mackenzie

Mackenzie is a provider of professional design services comprised of professionals in architecture and interior design; structural, civil, and traffic engineering; land use and transportation planning; and landscape architecture. Anchored in the foundational elements of high performance and client focus, Mackenzie brings deep expertise in commercial office, healthcare, community infrastructure, education, institutional, federal, high tech, public building, industrial, retail, and mixed use projects. For more information, please visit www.mcknze.com or call 503-224-9560.