

The logo for the Painting and Decorating Contractors of America (PDCA) features the letters "PDCA" in white, bold, sans-serif font, set against a solid red rectangular background.

**PAINTING  
CONTRACTORS**  
ASSOCIATION

## For Immediate Release

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**JOHN NEILL PAINTING AND DECORATING HONORED BY  
PAINTING AND DECORATING CONTRACTORS OF AMERICA  
at the 2019 Painting & Decorating EXPO**

(Savannah, GA – March 2019) **John Neill Painting and Decorating of Ardmore, PA** was recognized with a Best Creative Marketing Strategy of 2018 award from the [Painting and Decorating Contractors of America](#) (PDCA). The award was presented during the 2019 Painting & Decorating EXPO, March 6-8 in Savannah. The annual awards program is hosted by PDCA and recognizes the best performances in the coatings application industry by contracting company members of PDCA.

The PIPP Industry Awards are presented for overall project excellence and superior craftsmanship. Awards were distributed in the following categories: Associate Member of the Year, Richard Liddeke Award, Best Commercial Project, Best Commercial Restoration, Best Industrial Project, Best Decorative Wall Covering, Best Residential Project, Best Residential Restoration, Best Creative Marketing Strategy, Best Business Media Presence, and Community Improvement/Humanitarian.

**John Neill Painting and Decorating** won an award for the **Best Creative Marketing Strategy of 2018** for their exceptional work on rebranding all of their social media, creating a comprehensive editorial calendar for social media, using architectural photographers to increase the quality of the project photos, engaged in consistent posting and optimized hashtags, and engaged with target affiliates on social media to share photos of events and people.

### **About The Painting and Decorating Contractors of America**

The Painting and Decorating Contractors of America serves the coating and wallcovering industry with standards, education, training, advocacy, and best practices essential to member success. For more information, please call (800) 332-7322 or visit [www.pdca.org](http://www.pdca.org).

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