



**PAINTING
CONTRACTORS
ASSOCIATION**

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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D’Franco Finishes Honored by the Painting Contractors Association for Creative Marketing Efforts

2020 Best Creative Marketing Strategy Award Recipient

St. Louis, Missouri (March 3, 2020) – D’Franco Finishes in Elgin, IL was awarded the Best Business Media Presence Award from the Painting Contractors Association (PCA) for implementing a creative marketing strategy while scaling their business.

On digital platforms, the company consistently generated leads through Google, website content and their blog posts.

To expand their reach, the owner of D’Franco Finishes, David Cook, decided to incorporate his passion for beekeeping into his business. The company created a new logo, which featured a honey bee painting.

Next, new business cards were created with room to attach a sample of honey. After only one month, 500 of these new cards were given out at two local paint stores. Cook noted an increase in website traffic after distributing the cards and honey.

“They won’t forget the painter who gave them honey,” Cook said. “That is my version of sticky marketing.”

The Best Creative Marketing Strategy Award was presented at PCA’s annual EXPO event Feb. 19-21 in Phoenix-Glendale, Arizona.

The Painting Contractors Association (PCA) is an international trade association dedicated to the success of painting contractors through ethics, education and excellence. PCA provides best-in-class professional development training to support practitioners of the trade in reaching their greatest potential.

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NATIONAL CHAMPIONS



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