



**PAINTING
CONTRACTORS
ASSOCIATION**

PRESS RELEASE

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FOR IMMEDIATE RELEASE

March 3, 2020

Kelly Brothers Painting, Inc. Honored by the Painting Contractors Association for Outstanding Marketing Efforts *2020 Best Business Media Presence Award Recipient*

St. Louis, Missouri (March 3, 2020) – Kelly Brothers Painting, Inc. in Truckee, CA was awarded the Best Business Media Presence Award from the Painting Contractors Association (PCA) for their exceptional use of marketing tools and strategies to improve their media presence.

Going into 2019, Kelly Brothers Painting, Inc. had the goal of expanding their presence in a new market, Reno, NV, while maintaining a strong presence in their established market of Truckee, CA. The company researched market data for each region to carefully select the best platforms and resources to reach their audience.

Their full marketing plan included video marketing, reputation management, email marketing, outdoor advertising, TV commercials, social media marketing, experiential marketing, leave-behind resources, and feel-good marketing focused on giving back to the community.

Kelly Brothers Painting, Inc. also maintained a consistent presence in local news programming. Customer feedback revealed this strategy had the greatest return on investment for the company.

The Best Business Media Presence 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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