

ACI Launches New Marketing Toolkit

On-demand resources are available to effectively communicate about ACI's products and services—and its vision

The American Concrete Institute is fortunate to have many stakeholders—members, industry leaders, chapter leaders (domestic and international), partner associations, and international partners—who are passionate about ACI and its mission of developing and disseminating consensus-based knowledge on concrete. To assist these entities in their ACI-related communications, the Institute has launched the Marketing Toolkit.

The ACI Marketing Toolkit was approved for development by the ACI Board of Direction in late 2014. It consists of outreach and communication templates that simplify the creation of and ensure consistency in messaging about ACI-related activities, products, and services. Available through the footer on ACI's website or directly at www.concrete.org/MarketingToolkit, the ACI Marketing Toolkit provides on-demand access to ACI messaging documents, customizable outreach tools (handouts, flyers, presentation slides, etc.), videos, photo albums, branding tools, and more.

Specific contents of the Marketing Toolkit include:

- Branded, customizable trifold flyer and newsletter templates;
- Branded, customizable PowerPoint presentations;
- ACI promotional materials (one-page and four-page flyers) in English and Spanish;
- ACI Foundation promotional materials;
- PowerPoint slides customized to ACI student programs, ACI University, ACI certification, and ACI membership;
- Video files on the ACI Excellence in Concrete Construction Awards, ACI membership, ACI certification, ACI University, ACI chapters, ACI committees, and more;
- Photo libraries from recent ACI conventions, World of Concrete, and other industry events; and
- Media relations resources, logo files, and style guide.

For ease of use, templates have been created using Microsoft programs, including Word and PowerPoint. Print-ready promotional materials are saved as high-resolution PDFs and can be printed on most home/office printers or at professional printing facilities. Videos can be accessed via ACI's YouTube Channel or downloaded for later viewing at locations that may not have Internet connectivity. Additionally, guidelines have been developed for chapters and partner organizations looking to brand their e-mail communications (through providers such

as Constant Contact) with professional e-mail templates that support the ACI brand identity.

The development of the ACI Marketing Toolkit was proposed by the ACI Marketing Committee in support of the outreach and engagement objectives included in ACI's Strategic Plan. By providing accessible tools for more effective, consistent, and mission-driven communications from ACI, the Toolkit is expected to encourage better outreach and engagement with the Institute's key target audiences.

At the ACI Chapter Roundtable, held at ACI's headquarters in Farmington Hills, MI, on May 18-19, 2015, Kanette S. Mwanjabala, ACI Chapter Services Coordinator, previewed the ACI Marketing Toolkit as part of the opening remarks and again during a 60-minute breakout session. Preliminary feedback from ACI chapter leaders was extremely positive.

Several additions are planned for the ACI Marketing Toolkit over the coming months. Feedback on the Marketing Toolkit or ideas for future additions should be directed to Kevin Mlutkowski, Director, Marketing and Sustainability, at kevin.mlutkowski@concrete.org.

The screenshot shows the ACI website's navigation and content area. At the top right, there are links for Membership, About ACI, Contact Us, and Select Language, along with a My ACI profile icon. Below this is a search bar and social media icons for Facebook, Twitter, LinkedIn, and YouTube. A horizontal menu contains links for Publications, Certification, Education, Committees, Events, Chapters, Topics in Concrete, and ACI Store. The main content area is titled "Marketing Toolkit" and includes a "FOR MORE INFORMATION:" section with contact details for Kevin Mlutkowski. The main text describes the toolkit's purpose and lists resources such as ACI Publication Templates, ACI Promotional Material, ACI Video Library, ACI Photo Library, and ACI Branding Kit. A "CONNECT WITH US" sidebar on the right features social media icons and a SmartBanner logo.

The ACI Marketing Toolkit includes on-demand resources for members and chapters to consistently communicate about the ACI brand, ACI's vision, and ACI's many products and services