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**December 20, 2023**

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**Photos:** <http://www.bldpressroom.com/bld/VSC-award>

**BLD Marketing’s Creative Solutions for Vinyl Sustainability Council
Recognized by 2023 MarCom Awards**

*– Two Separate Campaigns, Annual Report Get Top Nods –*

**PITTSBURGH, PA…** [BLD Marketing](https://bld-marketing.com/?&utm_source=blog&utm_medium=internal&utm_campaign=news_release&utm_content=bld_marketing), a results-based, digital-first, full-service strategic marketing agency serving the building materials category exclusively throughout North America and abroad, recently received recognition for its creative work on behalf of [Vinyl Sustainability Council (VSC)](http://www.vantagevinyl.com/) from the [2023 MarCom Awards](https://marcomawards.com/). In partnership with the [Vinyl Institute](https://www.vinylinfo.org/), VSC is a collaborative platform for companies, organizations, and other industry stakeholders to come together to advance the U.S. vinyl industry’s contribution to sustainable development. BLD Marketing began its partnership with VSC in 2022 as the organization’s agency of record for marketing, advertising, and public relations.

MarCom awarded VSC with three separate citations:

* A platinum award for the organization’s annual report titled “Connecting Our Industry to Unleash Our Potential.”
* A second platinum award for “[Earn the Mark](https://earnthemark.com/?&utm_source=blog&utm_medium=internal&utm_campaign=news_release&utm_content=earn),” a landing page for a marketing campaign designed to raise awareness for and participation in its +Vantage Vinyl® program. A voluntary assessment conducted by the council, +Vantage Vinyl serves as independent, third-party verification of a vinyl company’s integrated efforts to achieve sustainability in its operations and practices.
* A gold award for “[Choose the Mark](https://choosethemark.com/?&utm_source=blog&utm_medium=internal&utm_campaign=news_release&utm_content=choose),” a landing page for a marketing program designed to educate architects and specifiers on the importance of specifying products and solutions from vinyl companies that have been +Vantage Vinyl verified.

“Across the building and construction industry, stakeholders of every kind – from building owners and architects to specifiers, builders, and contractors – realize the growing mandate to incorporate more sustainable products and best practices into every project they begin,” noted David Sladack, president of BLD Marketing. “We were proud to bring ‘Earn the Mark’ and ‘Choose the Mark’ to VSC as they seek to educate the marketplace on the importance of third-party verification when it comes to sustainability claims. VSC continues to see the result from those efforts, and these awards are further testament to the efficacy of the campaigns.”

Launched in 2004, MarCom Awards is an annual global creative competition administered by the Association of Marketing and Communications Professionals (AMCP). Each year, judges review about 6,500 submissions from dozens of countries around the world.

For more information about VSC, visit [www.vantagevinyl.com](https://vantagevinyl.com/?&utm_source=blog&utm_medium=internal&utm_campaign=news_release&utm_content=vsc_2).

**About BLD Marketing:**

BLD Marketing is a results-based, digital-first, full-service strategic marketing agency exclusively serving the commercial and residential building materials category. We offer a portfolio of strategic marketing services and implementation capabilities to help our clients build, grow, and optimize a healthy digital marketing ecosystem, leading to quicker growth rates and higher profitability. Visit: [www.bld-marketing.com](https://bld-marketing.com/?&utm_source=blog&utm_medium=internal&utm_campaign=news_release&utm_content=bld_marketing_2)

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