



BCCI Announces New Branding

BCCI expands its offering with compelling, new branding

SAN FRANCISCO (August 21, 2009) – BCCI has announced a repositioning of its brand and a new identity for the company as part of a larger strategic plan the firm began three years ago. After 25 years serving the Bay Area construction market, the new brand will fully represent services already offered to include: new building, structural renovation, historic restoration, seismic upgrades, commercial interiors, preconstruction services, sustainable construction and LEED consulting.

“We’re excited about the future and what it holds for our firm,” says Mike Scribner, CEO and President at BCCI. “Our new brand now gives BCCI a look and a voice that tells our story, our mission and our unique differentiators. As our firm and the construction industry evolve, we felt the need to refresh our key message and identity. In the last few years, we’ve moved into new building, restoration, structural and sustainable projects as well as opening an office in Palo Alto to service our growing client base. BCCI continues to be a thought leader in sustainable construction.”

“We are rebranding because our business has evolved, and we continue to be leaders in the building industry.”

The new brand was unveiled today on the company’s new Web site, www.bcciconst.com, giving viewers greater visibility into the company’s wide range of services. BCCI hired a full-service creative agency, The Idea Cooperative, to help with this effort. “BCCI has an exceptional culture of ownership, professionalism and responsibility,” says Tom Kavanaugh, CEO and founder of The Idea Cooperative. “Our goal was to bring that to life in the communications – to translate it into a benefit to BCCI clients, and to do it in a way that didn’t rely on traditional industry platitudes about integrity, innovation and experience. We wanted to show those things, not just say them.”

According to BCCI Director of Marketing, Wendy Bryant-Beswick, “The builders concept was born out of the idea that being a great builder is about far more than just the final product. By striving to live up to the notion of what a great builder should be, BCCI is positioned to continue to lead the industry not just in the uncompromising quality of its construction, but also in setting a higher standard for transparency, collaboration and accountability.”

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About BCCI:

BCCI is a leading commercial contractor, headquartered in San Francisco with an office in Palo Alto serving the Peninsula. Established in 1986, BCCI provides a full range of construction services to include new building, structural renovation, historic restoration, seismic upgrades, commercial interiors, preconstruction services, sustainable construction and LEED consulting. For more information, please visit www.bcciconst.com.

About the Idea Cooperative:

The Idea Cooperative is a full-service brand strategy and creative communications firm headquartered in Marin County. Founded in 2005 by former integrated marketing creative director Tom Kavanaugh, The Idea Cooperative fosters a consortium of independent talent and assembles small, multi-disciplinary teams around the specific needs of each client. For more information, please visit www.theideacooperative.com.