



## Press Release

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## BCCI Stays in Front with Advertising Up High

**San Francisco (April 14, 2011)** — The construction industry is not known for its marketing savvy. Getting the word out usually consists of print newspaper ads or posting a company sign in front of an ongoing job.

But on the corner of three busy intersections in the financial district of San Francisco this month, one company is doing something different.

BCCI Construction has taken the advertising real estate usually reserved for tech products or retail and turned it into an expression of forward-thinking in building. Three wallsapes (watch the video: [http://youtu.be/cGV\\_jRIMRww](http://youtu.be/cGV_jRIMRww)) promote the company's innovative practices in building and direct the passers-by to its corresponding website pages where it tracks the hits.

"I've never seen a construction company do something like this," said Brad Gates, vice president of business development for BCCI. "But we have a very innovative, forward-thinking approach to construction and we wanted to push the envelope on what's possible in advertising. The research and demographic studies supported the wallsapes as part of an overall campaign."

The corners of 2nd and Market, Geary and Kearny, and 3rd and Harrison are the high-visibility, high-traffic spots for BCCI's target audience of CFOs and CEOs. BCCI's message of innovation, quality and cost control is the high-interest topic:

- *The Real Time Estimator*: The proprietary tool increases budgeting accuracy while reducing the unexpected delays and overruns typical in the industry.
- *Quality Control*: BCCI has set itself apart from the industry with a unique, stand-alone Quality Control program that is implemented in the pre-construction phase of a project.
- *LEED*: Depth and hands-on experience in green construction is combined with a LEED cost analysis tool that streamlines the process and overcome obstacles on the path to Certification.

"We've received a lot of positive feedback on the ads," said Gates. "They're definitely being noticed."

BCCI will unveil a fourth wallscape ad at the corner of Kearny and Market streets in September.

### **About BCCI Construction Company:**

BCCI Construction is a leading commercial contractor, headquartered in San Francisco with an office in Palo Alto serving the Greater Bay Area. Established in 1986, BCCI provides a full range of construction services. Primarily known as a premier commercial interior builder, BCCI's portfolio of work now includes major building renovations, historic restoration, and seismic upgrades. BCCI also offers a unique range of preconstruction services, sustainable construction practices and LEED consulting. For more information, please visit [www.bcciconst.com](http://www.bcciconst.com)