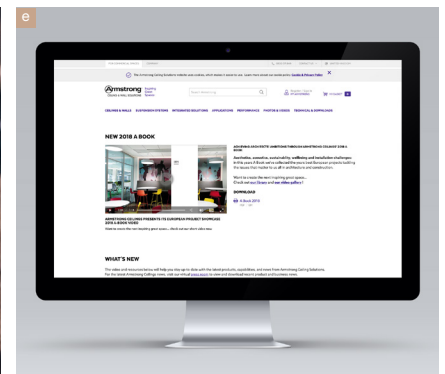
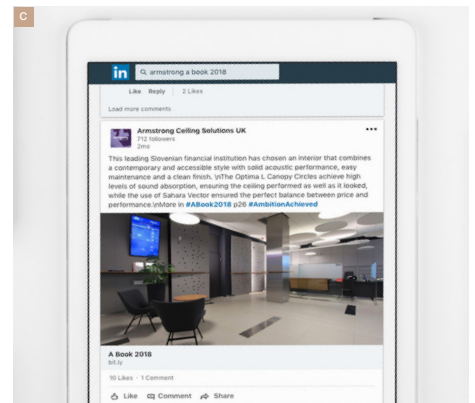
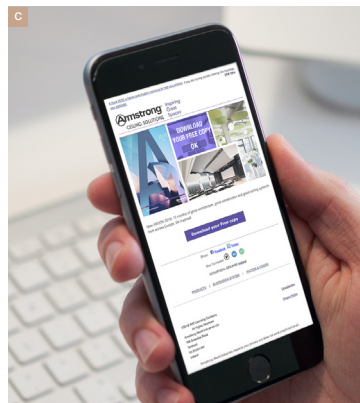


Armstrong. A Book.

Positioning Armstrong Ceilings as a partner to help architects and designers achieve their ambitions throughout the specification and construction process, the 2018 A Book took a different approach to content, direct marketing and branding: it brought Armstrong's partners into the creation process. Containing 96 pages of architectural trends, construction insights and case studies of the best ceiling projects from across the EMEA region, Armstrong and Wyatt International blended style and substance to create an everyday guide under the theme 'Ambition. Achieved.' A guide that would open eyes, change minds, provoke ideas – and inspire great spaces.



- a Cover and featured case study
- b Inside spreads
- c Campaign email
- d Project showcase video
- e Website landing page

Construction Marketing Awards 2018
Category Name: Best Use of Direct Marketing
Campaign Name: Armstrong A Book

Wyatt
a true original