

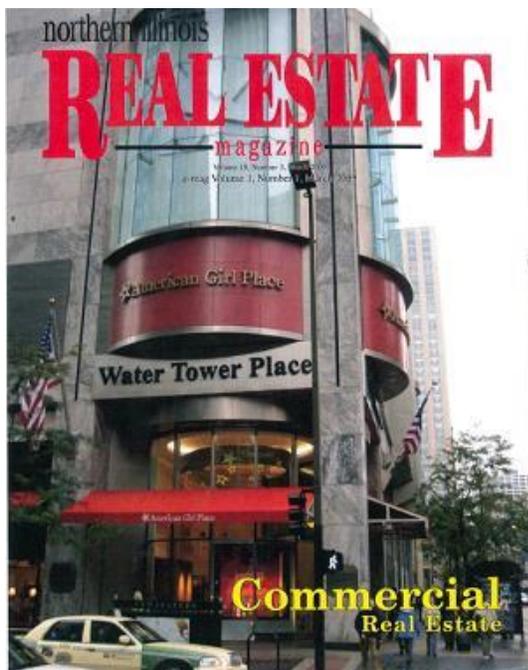
Driving Brand Awareness for Business Development

Corporate PR

Case Study

For 30 years, William Di Santo built his companies the old-fashioned way – word of mouth. But things changed in 2009. The recession hit his commercial construction company with a one-two punch and Di Santo had to figure out how to fight back. He called Taylor Johnson into the ring as his cornerman.

We sprang into action with a brand awareness campaign that helped position Di Santo's firm to compete against companies larger than his. Within weeks, Englewood Construction was on the cover of Northern Illinois Real Estate magazine and featured for its work with American Girl at Water Tower Place.



Links

- [Chicago Tribune article](#)
- [Chuck Taylor testimonial video](#)



After six months of highly visible national media placements, we knew Englewood had the muscle for a strong, problem-solving commercial construction blog. Though Di Santo questioned whether his firm would have enough content to support monthly blog posts, the team at Taylor Johnson knew it would be a hit.

We were right. Today, Hard Hat Chat ranks among the top commercial construction blogs in the country, even winning the 2011 Construction Writers Association Award for Best Blog. Read more about the Hard Hat Chat case study here.

Since hiring Taylor Johnson, Englewood Construction has benefited from media coverage in major business and industry outlets, ranging from Crain's Chicago Business and Retail Traffic to Shopping Centers Today and MSN.com.

The firm has also gotten bylines in Commercial Construction & Renovation and the Chicago Tribune's Life @ Work feature. In addition, Crain's Chicago Business ran an exclusive video interview for its segment "Inside a Ryder Cup Hospitality Tent" for Englewood's sponsorship of the 2012 Ryder Cup.

Because of its numerous media placements and optimized blog, Englewood's online presence continues to present new business opportunities and validation for the firm. As Di Santo says, "We're still laying brick in mortar, placing concrete and erecting steel as we did decades ago – but the way we communicate now is a whole new ball game."

"Taylor Johnson has become an important component in our business development effort. They truly care about our business, our people and our brand."

- **Chuck Taylor, Englewood Construction**