**For Immediate Release**

**Western Red Cedar Lumber Association Earns 2019 Brand Builder Award**

Receives Platinum Award for Best Ad Campaign

WASHINGTON, D.C. (January 16, 2020) - Hanley Wood, the housing industry’s data leader backed by Zonda and Metrostudy, and the industry’s top residential real estate development and new home construction advisors is pleased to announce that Western Red Cedar Lumber Association has received a 2019 Brand Builder Award in the Best Ad Campaign category.

The Brand Builder Awards includes seven categories – from advertising campaigns to website design and more – and recognize the most innovative and effective marketing campaigns throughout the residential and commercial design and construction industries. These winning campaigns have generated sales, motivated buying behavior and inspired customer loyalty.

“We are thrilled to honor Western Red Cedar Lumber Association as a Platinum winner in the for Best Ad Campaign of our Brand Builder Awards,” said Paul Tourbaf, President, Residential Construction Group, Hanley Wood. “Their creative marketing approach combined with the effectiveness of their work, distinguished them as a leader in their category and offered great insight into the innovation within their company. I congratulate WRCLA for their success.”

Entries for the 2019 Brand Builder Awards were reviewed by a jury of experts in all areas of marketing. The jury reviewed entries and rated them based on a pre-determined set of criteria, which were established prior to the call for entries. The criteria may be reviewed online at [www.brandbuilderawards.com](http://www.brandbuilderawards.com).

The 2019 Brand Builder Awards judges included:

* Carrie Schonberg, Chief Marketing Officer, Ashton Woods
* Char Kurihara, Vice President Sales | Marketing | Branding, DRB Group
* Myles Becker, Owner, BlueFish Designs
* David Garlinski, Director of Business Development, Mutual Mobile

**About the Brand Builder Awards**

The Brand Builder Awards recognize the most innovative and effective marketing campaigns throughout the residential and commercial design and construction industries. Companies selected for recognition have executed campaigns that generate sales, motivate buying behavior and inspire customer loyalty. Companies submitted entries in seven categories, ranging from advertising campaigns to website design to best use of data driven marketing programs.

**About Hanley Wood**

Hanley Wood, represents the housing industry’s leading provider of rich data, backed by Zonda and Metrostudy, and the industry’s top advisors for residential real estate development and new home construction. With products and services geared for homebuilders, multifamily developers, lenders, and financial institutions, we provide innovative solutions to maximize opportunities in today's real estate development landscape. To learn more, visit <https://www.hanleywood.com>.