



# CASE STUDY

## GBBN Architects

### OPPORTUNITY:

GBBN Architects ("GBBN") is a Cincinnati-based architectural firm with other offices in Beijing and Shanghai (China), Louisville and Lexington (Kentucky). In 2008, they celebrated their 50<sup>th</sup> anniversary as a company.



GBBN sought to utilize the occasion of their 50<sup>th</sup> anniversary to increase awareness among potential clients and employees and to strengthen relationships among existing clients and employees.

### SOLUTION:

Vehr Communications was engaged to provide strategic counsel for the development of a comprehensive 2008 calendar of activities to celebrate GBBN's 50<sup>th</sup> anniversary. In addition, Vehr Communications led the effort to develop a unifying and inspiring theme for all 2008 50<sup>th</sup> anniversary events. The theme was open-sourced through a United Kingdom-based online community of 10,000 creative professionals from 122 countries. As a global architectural firm, GBBN was excited to reach out to a virtual creative resource.

### RESULT:

GBBN selected a 50<sup>th</sup> anniversary theme, "Celebrating 50 Years. Designing for Life." as proposed by a freelance creative professional from Slovenia. The selection was very competitive as 30 other proposals were received from creative professionals from 22 countries. GBBN has fully applied the theme to its Web site and all newly created collateral materials. A series of events, activities and story placement initiatives are underway as recommended by Vehr Communications.

**Cincinnati.Com** | **THE ENQUIRER**  
Last Updated: 2:03 pm | Friday, May 2, 2008

### Slovenia, anyone?

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When downtown architecture firm GBBN Architects wanted a new brand to coincide with its next 50 years, the company did not go down the street or around the corner to any one of Cincinnati's branding companies.

Instead, GBBN turned to the Web and the cyber wisdom marketer who lives halfway around the world and a slogan

The OpenAd.net Web site takes projects to more than 10 live in 125 countries. It is an online business-to-business looking to buy - or sell - marketing, advertising and design

### News

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#### Slovenian Creative Cracks GBBN Architects 50th Anniversary Theme Pitch

GBBN Architects ([www.gbbn.com](http://www.gbbn.com)), an architectural firm of more than 115 professionals in the U.S. and China is due to celebrate its 50th anniversary in 2008, and in honor of the occasion, sought a defining anniversary theme. The firm wanted prospective clients to inquire about and for current and prospective employees to reconfirm that GBBN enables personal and professional fulfillment through great design for interesting and challenging projects. The pitch was posted by GBBN's PR agency, Vehr Communications, LLC.

Saso Petek won 500 USD first place award for his recommended theme for GBBN's 50th Anniversary celebration in 2008 and will now collaborate with GBBN and its PR firm to finalize the concept for application to GBBN's many planned activities. GBBN used the theme so much that they decided to license the idea in perpetuity for an additional 750 USD.

Saso is currently working on his thesis and freelancing for several advertising agencies. His idea fought off entries from creatives worldwide in Singapore, Chile, India, Australia, Spain, Canada, Romania, Venezuela, New Zealand, Argentina, Ecuador, Portugal, Vietnam, US and the UK.

Saso said: "Winning this pitch presented me with a great opportunity to have my work seen around the world as it will be used by one of the largest privately-owned firms in the U.S."

GBBN Architects have provided architecture, interior design, planning, management, and life safety services on more than 2,500 projects in the U.S. and China in four primary markets: Higher Education, Healthcare, Arts and Entertainment and Mixed Use Development.

