

# PROGRAM SPOTLIGHT

## THE BEAUTY OF BLOCK

### SUMMARY

The Beauty of Block marketing campaign is the unified voice of the concrete masonry industry. Based on research with more than 400 architects, engineers and contractors, the program was designed to expand perceptions of concrete masonry units (CMU) beyond its traditional roles and position concrete block as a strong, sustainable, safe and stylish building material.

In its first year, Beauty of Block has become a nationally recognized brand, supported by regional campaigns that tailor messages to local priorities. Through paid media, strategic partnerships, social engagement and a robust producer toolkit, the program elevates CMU's role in modern construction and inspires new applications across markets.



### RESULTS FROM YEAR 1

In year one, Beauty of Block has delivered measurable impact at both the national and regional levels. By combining a unified brand voice with targeted local initiatives, the program has expanded awareness, driven engagement and positioned concrete masonry as a resilient, sustainable and design-forward material.

The following highlights showcase key outcomes that reflect the strength of a coordinated national strategy amplified by regional execution.

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## NATIONAL RESULTS

- Developed Beauty of Block website as the central hub for AEC education and resources, attracting **132k+** page views from over 101k users.
- Ran targeted digital ads in Architectural Record, Architect Magazine and other trusted outlets, garnering more than **21M** impressions.
- Delivered AIA-accredited webinars with architect-focused publications, attracting **4800+** registrants to build our AEC database.
- Activated LinkedIn, Facebook and Instagram, achieving measurable shares, tags and mentions across the industry.
- Positioned CMU in general business media (business journals, mainstream coverage), expanding visibility to owners, developers and civic leaders with total potential reach of more than **400M** viewers.

## REGIONAL RESULTS

### REGION 1

Event geofencing (NY Build Expo, AIA Boston), Business Journal article placements and paid ads, with one campaign on New York YIMBY generating 12,000+ page views in weeks.

### REGION 2

(Florida) Launching a 30-mile inland education campaign on block's hurricane resilience tied to potential Miami-Dade code expansion. Audiences: legislators, insurance, architects, municipalities and AIA Florida.

### REGION 3

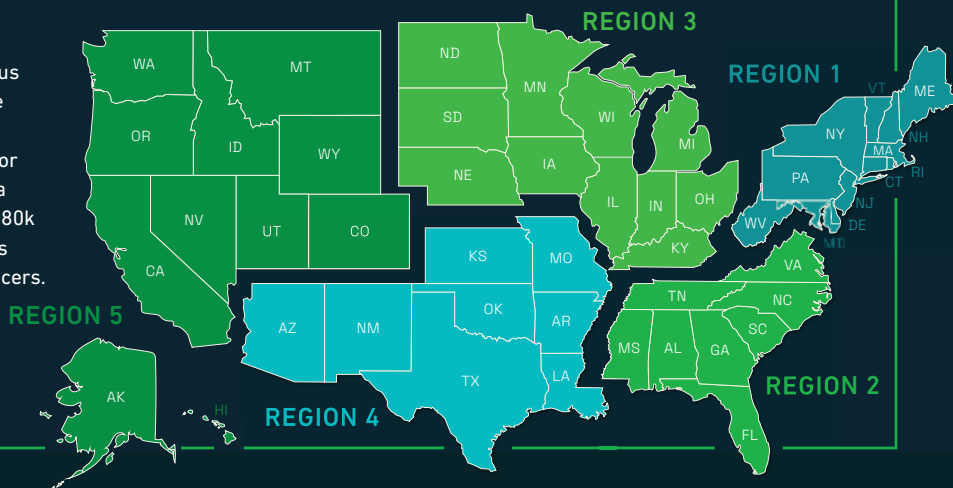
Over 2.4M impressions and 3,300+ clicks from paid ads, syndicated "4 Ways to Make Your Home More Resilient" article reaching 13M readers, and continued promotion of the Mobile Masonry Tour.

### REGION 4

Engineering-focused outreach through trade shows in each of the 8 states in the region, yielding 1,000+ leads and counting.

### REGION 5

With a focus on embodied carbon + fire resistance, deployed syndicated articles in major West Coast journals with a total reach of more than 680k people, and provided sales kits + fact sheets to producers.



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## IMPACT

The Beauty of Block campaign has unified the concrete masonry industry under a single, recognizable brand. By bridging the perspectives of producers, mason contractors, associations and the Checkoff itself, the program is ensuring that AECs receive one consistent message about the value of CMU. This unified voice not only elevates masonry beyond a structural default, but also highlights its design flexibility, cost advantages and sustainability benefits.

## FUTURE OUTLOOK

Looking ahead, the Beauty of Block will continue to scale nationally while strengthening regional activation. Creative storytelling will evolve with new design-forward campaigns, and educational opportunities will expand through webinars, university partnerships, and AIA-certified courses.

Competitive monitoring has shown that rival materials are already tracking Checkoff progress and developing counterstrategies, underscoring the importance of keeping momentum high.

The Board's intent is for Beauty of Block to be a long-term initiative, not a short-term campaign. As the brand matures, it will continue to be refreshed and adapted year after year, becoming an iconic presence with architects, engineers and contractors nationwide.