



To: IGGA Members

From: Kimberly Kayler, Constructive Communication, Inc.
IGGA Marketing Consultant
614-873-6760 or kkayler@constructivecommunication.com

Re: Case Study – Free Exposure for your Projects

Want to benefit from the third-party credibility associated with a proactive Public Relations (PR) effort? IGGA has set a goal of assembling a library of case studies this year to be used on the website, in PR efforts as well as other marketing vehicles such as newsletters, direct mail campaigns and other promotional materials. To participate, you simply need to follow these steps:

- 1) Fill out, to the best of your ability, the following case study questionnaire. Don't worry if you can't answer every question – just do the best you can.
- 2) Send the form as well as any additional information (photos, PowerPoint presentations, scope of work, any articles or award submissions, etc.) you have on the project to me at kkayler@constructivecommunication.com. If you would prefer, we can schedule a phone conference and review the project information.
- 3) Upon receipt, we'll draft the case study for you. We are likely to have questions or need additional information, so we'll contact you to fill in the blanks.
- 4) Once the draft is finalized and you've made any edits or changes, a review process will occur to ensure all necessary approvals from other members of the design and construction team, as well as the owner, are secured. Nothing will be used until these approvals are received.
- 5) When the case study is approved, enjoy the benefit of seeing your project promoted throughout the industry in online and print venues.

We hope you'll take advantage of this free opportunity to promote your company and projects, as well as build exposure of the IGGA in the industry. Thank you for your cooperation.



IGGA Case Study Template

Submitted by (Name/Title/Company/Email/Phone):

Project Name:

Project Location:

Contracting authority/Owner:

Project Size:

Method used?

What other methods were considered?

Existing conditions of the road/smoothness/ride/noise/skid/IRI/details we can share:

Total Project Value:



Project Description:

Completion Date:

Other team members and their role:

What is unique about this project?

What are some of the challenges that occurred on this project?

What was your role on the project?

What were the results? What does this mean to the tax-payers? How long is this solution expected to last?
Cost-per-mile for the solution if available?



What lessons did you learn on this project that can be applied to other projects?

Are photos available?

Can we obtain a testimonial from the owner?
