



**Contact:** Sanae Shea  
SCORR Marketing  
308.237.5567  
sanae@scormarketing.com

**BD CONSTRUCTION CHOOSES SCORR  
MARKETING AS AGENCY OF RECORD**

(December 11, 2007; Kearney, Neb.)– BD Construction, Inc., a leading design/build contractor in central Nebraska and throughout the Midwest has selected SCORR Marketing of Kearney as its agency of record.

“BD is a much larger and more comprehensive company than many people realize,” said BD President Mark Benjamin. “We’re doing more, larger and more complex projects in a wider area, and we need an image that reflects that.”

In addition to developing a new brand position, SCORR will be developing a suite of marketing communications materials, including trade show booth graphics and direct mail in addition to brochures and electronic marketing.

“We’re developing an image that will catch the attention of BD’s target audience in a big way,” said SCORR President Cinda Orr. “We’re confident that once they see it, BD is going to be hard to forget.”

BD Construction joins a number of local and regional clients on the SCORR roster, including Builders, Good Samaritan Hospital, Kearney Eye Institute, Miller & Associates, and Intellicom.

*-more-*

SCORR also provides advertising, PR and marketing support for a number of clients in the national and international clinical research market.

***About BD Construction***

*Founded in 1960, BD Construction is today one of the Midwest's leading design-build contactors, with a lengthy history of large scale building projects of every description, from hangars to hospitals to hotels. As design-build specialists, BD is capable of handling all aspects of a building project, starting with the initial concept and floor plans and continuing through site selection and preparation, design and architecture, financing and permitting, construction, landscaping and evaluation of the finished project. For more information, visit them online at [www.bdconstruction.com](http://www.bdconstruction.com).*

***About SCORR Marketing***

*SCORR collaborates with energetic companies to develop "next-phase growth strategies" and a disciplined approach to marketing plans that insure solid incremental growth year after year, creating tangible results. SCORR's team includes dedicated talent with worldwide experience in market development, public relations and communications, customer retention and development, corporate identity/branding, broadcast and print advertising, interactive/web design and development, graphic design, as well as tradeshow/event planning and promotion. Detailed information about the company is available at [www.scorrmkt.com](http://www.scorrmkt.com) or by calling 1-308-237-5567.*

###