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For more information, contact:
Sue Garrison, 847-358-4848

AIA PHILADELPHIA MEMBERS PARTICIPATE IN COMPREHENSIVE ARCHITECTURAL BRAND PREFERENCE STUDY

Philadelphia, PA: What architects use and prefer in their buildings is of continued, intense interest to the profession, and AIA Philadelphia, A Chapter of The American Institute of Architects representing nearly 1,400 member architects within four southeastern Pennsylvania counties announced plans to partner on a comprehensive piece of research to help satisfy that interest.

The Architect's Brand Preference Study conducted by Accountability Information Management, Inc. is the only research study that has gone to the architectural community and asked for unaided brand preference recall. AIA Philadelphia members are invited to participate in the next phase of that research to produce a comprehensive snapshot of what Philadelphia architects prefer against national norms.

"We see this as a win-win," says John Claypool, Executive Director for AIA Philadelphia. "AIA Philadelphia is among the oldest and most distinguished of AIA Chapters, with a long history of service to members and the public. This brand preference research will help advance our architects' influence in shaping the built environment."

"This is an extraordinary opportunity for AIA Philadelphia members to find out how their preferences compare to national preferences," says Jim Nowakowski, President of Accountability Information Management, Inc., the firm that will conduct the next study this year on a national basis as well as for AIA Philadelphia. "The first phase of the study provided a comprehensive overview of what architects prefer in commercial categories such as Roofing, Concrete/Metal, Plumbing Products and more. Furthermore, each category explores individual preferences on over 126 specific items (e.g., "Lighting" measures Decorative Chandeliers/Luminaries, Exterior Lighting, Interior Lighting, Lighting Controls and a half dozen more areas).

To participate, AIA Philadelphia members simply go to www.a-i-m.com/aiaphiladelphia and take a survey. "They can remain anonymous, or participate in a drawing by registering when they take the survey," Nowakowski says. "This data snapshot of how AIA Philadelphia members compare to other architects throughout the nation in their preferences of products will be the single opportunity for such comparative information. It can help the members understand their own work in relationship to national trends."

He added that if members would like the survey mailed to them with a postage-paid reply envelope, or would like to take the survey over the phone, they simply call 847.358.8558 and ask. "We want to make this as easy for architects to participate in because they are very busy people," Nowakowski explains.

AIA Philadelphia, founded in 1869, is governed by a 19-member Board of Directors elected by the membership, which is currently 1,982 members, from among 299 member architecture firms. The Chapter has numerous standing committees that are established by the Board of Directors to effectively practice architecture in an ever-changing society and competitive marketplace. The Chapter provides opportunities for professional development, service, and collegiality among peers. For more information on this research study, contact: Dominic Mercier, Communications Director, dominic@aiaphila.org. AIA Philadelphia is located at 1218 Arch Street, Philadelphia, PA 19107. Phone: 215.569.3186. FAX: 215.569.9226.

Accountability Information Management, Inc. is a full service business-to-business marketing research company. Located in Palatine, Illinois, the company works with publishers, companies, and architectural and engineering firms on trends in the marketplaces in which they participate. The company has built circulation files for major architectural publications, as well as conducted research in the architectural community since 1995.

For more information on this study, contact: Jim Nowakowski, President, ACCOUNTABILITY INFORMATION MANAGEMENT, INC. 553 N. North Court, Suite 160, Palatine, IL 60067. E-Mail: jim@a-i-m.com. Phone: 847.358.8558. FAX: 847.358.8089.

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