Public Relations Group

Turning Awareness Into Action

Bringing ICF To The Mainstream

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The National Ready Mixed Concrete Association (NRMCA) has seen little interest from home buyers about Insulated Concrete Form home construction in the past two years. With escalating construction costs and “Acts of God” concerns, NRMCA would like to show home buyers the many advantages of an ICF home.
Objective #1

The American Institute of Architects reported that requests to home planners for energy efficient housing grew from 38% to 54% in 2006. Despite this increase in demand, ICF products did not make the Building Products Magazine’s Top 100 Requested Products for Energy Efficient Homes list. NRMCA would like to increase ICF awareness by teaming with the “Green” community in 2008.

Our First Objective is to get an ICF product onto the Building Products Magazine top 100 Requested Products List for the 2008 edition.

Objective #1 Strategies

- Increase the number of ICF based articles and press releases sent to Building Products Magazine
- Ask NRMCA members and ICF producers/builders to fill out Product Information Request forms
Objective #2

Almost 9 out of 10 consumers surveyed in 2004 by the National Association of Home Builders said they have some degree of concern about the environmental impact of building their home. 17% said they’d pay more for an environmentally friendly home, and 46%—up from 35% in 2003—want an environmentally friendly home but aren’t willing to pay more.

Our second objective is to increase the awareness of ICF’s ‘Green’ factor

Objective #2 Strategies

- Work with USGBC at a National and Local chapter level
- Partner with NAHB in their push for Green homes at the local and national levels
- ICF = Green promotions
Objective #3

In 2005 the Portland Cement Association (PCA) conducted a survey of homeowners about concrete awareness. 72% of homeowners reported they were aware of Concrete Homebuilding, but out of the 72% only 42% were aware of ICF construction. In that same group however, only 20% surveyed said they would use ICF in the future.

Our third objective is to increase the ICF home buyers market by 5% by the summer of 2009.

Objective #3 Strategies

- Increase promotional material for home buyers and builders
- Residential Trade Shows
- Continue education through Seminars, etc.
CONCLUSION

In 2003 ICF made up 3.2% of the new housing market. Since that time interest in ICF has held steady or slightly increased. The overall vision of our public relations effort is that by the summer of 2009, realize an increase of ICF construction of at least 5% of the homebuilding market. We feel that 5% growth over a two year period is achievable considering today’s construction market. In order to help reach that goal, the responsibility falls to both NRMCA staff and members. Therefore another way to help increase the ICF home buyer market is to improve the NRMCA members and their contractor’s awareness and attitude towards the product.

Thank You