



**Date:** 1/5/2026

**SUBMISSION:**

044B B-to-B Campaign—Regional/National

**Pecora “Mother Nature” Campaign**

This is a B2B campaign for the Pecora Corporation, a manufacturer of architectural weatherproofing products since 1862. The goal of the campaign was to increase awareness for its line of air barrier products, targeting contractors and project specifiers in the construction industry.

The brand strategy I recommended was to create a blue-collar personality to tell the mostly blue-collar audience that the products will deliver the benefits they’re looking for... air barriers that will keep the weather out and the comfort inside their building projects for years to come, preventing their customers from calling them back to repair sealant work. The copywriting creates a memorable brand voice and narrative that delivers the necessary technical details.

The campaign was introduced at the 2025 Air Barrier Association of America’s (ABAA) National Conference in Colorado. Pecora exhibited with trade show banners, a lobby screen, a sell sheet, and t-shirts they wore at the conference. After the show, they also used the sell sheet digitally to reach out to other prospects throughout the country in 2025.

*Thank you for your consideration!*

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