## "It's easy to say"

A branding video for AWP's services hosted on the introduction page

(AWP logo)

Narrator: "Innovation"

(Conference table with papers)

Narrator: "Excellence"

(Building construction)

Narrator: "Communication"

(Handshake)

Narrator: "Creativity"

(Busy whiteboard)

Narrator: "Buzzwords"

(Video panning stops)

Narrator: "Anyone can say they pursue excellence, innovate, communicate, create"

(Fade out)

Narrator: "But how many truly do so?"

(AWP building exterior)

Narrator: "We built ourselves up against the competition by innovating the way we conduct engineering operations"

(Old photos of AWP founding partners)

Narrator: "We pursue excellence because it's what's expected of us after 65 years in the industry"

(News clippings about AWP projects)

Narrator: "We communicate with clients to deliver not just what was promised, but what's needed"

(John speaking with client, pointing out areas on map)

Narrator: "We create more than just buildings, we create happy clients, lasting projects, and better business through both"

(Awards, commendations)

Narrator: "At AWP we don't lean on buzzwords, we stand on our results"

(AWP staff measuring concrete temp, breaking ground, conducting ecological sampling)

John: "Give us a call. See what results our excellence, innovation, communication, and creativity can bring to you"

(John in front of AWP logo, contact info)