



MARKETING & PR NEWS

## ETA Advertising honored at BIA's SoCal Awards

**The ad firm took the prize for Best Website for a Builder or Community.**

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Long Beach-based [ETA Advertising](#) was recently honored at this year's [Building Industry Association's](#) (BIA) SoCal Awards for its support of [gallery421](#), a Long Beach rental community designed by Lyon Communities. ETA was awarded the distinction of having created the best website for a builder or community.



The company also received finalist recognition from the Southern California chapter of BIA for Best Neighborhood Branding and Best Internet Marketing Campaign. Lyon Communities' ETA-created website was judged on quality of design and ease of obtaining information.

"The entire ETA team works tirelessly each day to produce inspiring work that exceeds the creative challenges and business goals set forth by our clients – not work necessarily destined to receive industry acclaim," said Cindy Allen, ETA founder and CEO. "But winning such a fantastic honor from BIA is a prestigious byproduct of our hard work, attention to detail and vision, validating our consummate effort to deliver on all client expectations."

Gallery421's website helped the rental community to attain a 50 percent lease rate within the first five months after opening. The website continues to experience traffic from prospective renters.