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[Think Harder Concrete Campaign Targets Soft Competition](#)

Posted on April 15, 2011 by [Dan Kelly](#)

But for seeing a billboard last week like the banner below, it would never have occurred to me that cement producers really needed to advertise, but the [Portland Cement Association](#) has impeccable timing, as it is pothole season in Minnesota, and billboards like this are up all around the pothole-ridden Twin Cities. The campaign takes a pretty effective swipe at asphalt, but [asphalt has its apologists, too](#).

**POTHOLE SEASON:
IT'S NOT YOUR FAULT. IT'S
ASPHALT.**



think
harder.
concrete

The PCA's campaign effectively employs some good websites, including [cement.org](#) and [think-harder.org](#), and it uses a complete [lower case stylization](#) for its "think harder. concrete" slogan. Unfortunately, [concrete.com](#), [concrete.org](#), and [cement.com](#) are all owned by others, all of which are probably easier to associate with this campaign than cement.org, especially where the punch line of the main slogan lodges "concrete" in a viewer's memory. Even so, the cement and concrete groups seem to be ahead of the asphalt industry, whose category-killer domain [asphalt.com](#) redirects to [this landing page](#) for Asphalt Contractor magazine, apparently owned by [Cygnum Business Media](#).



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