



EVERGREEN & CO

formerly Crabtree + Company

Qualifications Statement

OUR SERVICES

We Communicate

A website without viewers, an annual report without readers ... what's the point, really? We help connect your work to your audiences, via PR, marketing, advertising, decision facilitation, presentation coaching, brand positioning, market analysis, focus groups, copy-editing, and communication audits.

We Create

You have a story to tell. Maybe it's a product to sell or a cause to promote, research to explain or an event to celebrate. We offer the spectrum of creative solutions including research, copywriting, photo shoots, translation, programming, pre-press, distribution, and fulfillment.

We Manage

You expect every job to come in on-time, on-budget, and well over your highest expectations for creativity and attention to detail. We do, too. That's why we assign a seasoned Account Executive to every client. We offer print management, event and strategic planning, image and asset management, and media buying.

OUR SKILLS

- **Digital Media** – websites, eBooks, videos, animation, interactives, smartphone apps
- **Identity + Branding** – messaging platforms, logos, brand build-outs
- **Exhibits + Signage** – interactive exhibits, banners, trade-show booths
- **Marketing + Advertising** – print/digital ads, kiosks, e-blasts, point of purchase displays
- **Illustration** – for print, web, product labeling, vehicle wraps
- **Print Collateral** – brochures, books, newsletters, invitations, marketing collateral
- **Public Relations** – strategy, messaging, media outreach, press releases, press lists
- **Infographics** – data and information visualization for charts, graphs, financials, maps, timelines
- **Editorial Services** – copywriting, editing, proofreading

OUR CLIENTS

- **Commercial** – Coca-Cola, Kraft Foods, Honda, Kroll ...
- **Non-Profit** – The Global Fund, World Wildlife Fund, Georgetown University, Save the Children, World Bank ...
- **Government** – NASA, NIH, NSF, NEH, Smithsonian Institution ...

OUR FIRM

- **Woman-owned, certified Small Business**
- **GSA Schedule Contract:** GS-23F-0328N
- **DUNS Number:** 14-722-6179
- **Apple Authorized iOS Developer**