



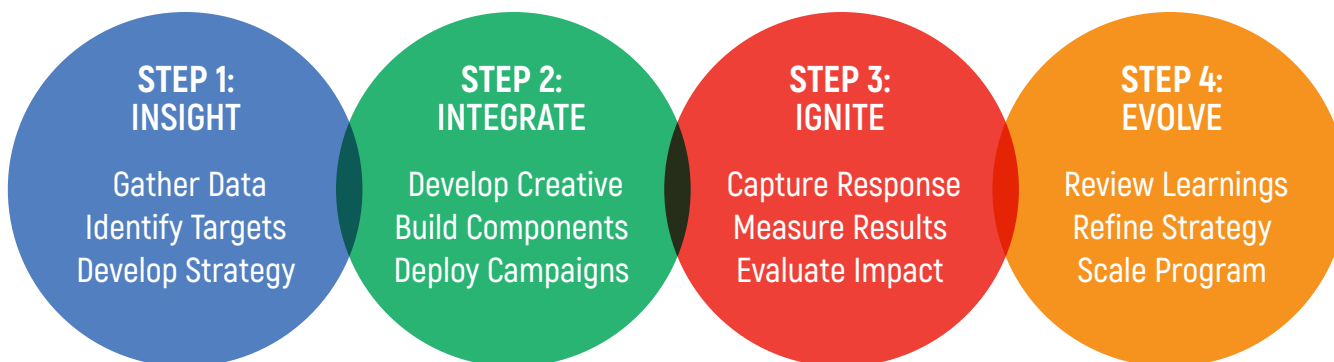
IGNITE YOUR GROWTH

AVOCET COMMUNICATIONS FACT SHEET

Avocet Communications is passionate about growing brands. From businesses just starting to form their brand vision, to established organizations looking to optimize and scale campaigns, we've delivered countless successful brand strategies and integrated marketing communications programs, with plenty of "lightning in a bottle" moments along the way.

Our strategy-first mindset and agile execution methods make us a powerful partner, and our deep creative philosophies ensure our clients always benefit from cutting edge thought processes and original thinking.

Process



Capabilities

Brand Strategy & Vision

We pair decades of business experience with fresh thinking to create smart plans that deliver results.

- Research
- Brand Vision, Essence, & Messaging
- Positioning
- Competitive Analysis
- Integrated Marketing Planning
- Brand Architecture
- Brand & Product Naming
- Business & Strategic Workshops

Creative & Content

We are strategic storytellers and visual architects who thrive on problem solving.

- Advertising Campaigns
- Digital & Social Content
- Logo & Brand Development
- Merchandising
- Video
- Experiential Design
- Motion Design
- Print Design

PR/Media & Communications

We are news junkies. We know what's news, what's newsworthy, and consistently leverage storytelling and relationships to get big hits.

- Communications Planning
- Public Relations
- Media Planning & Buying
- Corporate Communications
- Crisis Management

Technology & Optimization

We elevate brand interactions by creating cohesion between technology and people.

- Website Design & Development
- User Experience Design (UX)
- App Design & Development
- UI Design
- Search Engine Optimization (SEO)
- Data & Analysis
- CRM & Marketing Automation
- Email Marketing
- Comprehensive Reporting

Facts About The Firm

Founded in 1980 by industry visionary Kit Sutorius

ColoradoBiz magazine's Top 100 Women-Owned Business 2014, 2015, 2016, 2017, 2018, 2019

ColoradoBiz magazine's Top 250 Privately-Owned Business 2014, 2015, 2016, 2017, 2018, 2019

Denver Business Journal's Top 25 Marketing Firms 2017, 2018, 2019

Lori Jones named one of Colorado's Women to Watch by ColoradoBiz magazine in 2017

BizWest's Fastest-Growing Mercury 100 list 2014, 2015, 2016, 2017, 2018, 2019

Winner of more than 60 awards for marketing, PR, and advertising excellence

Leadership

Lori Sutorius Jones
President & CEO

Dave Smith
Director, Client Relations

Client Experience

Retail

Big O Tires
Massage Envy
Arc Thrift Stores*
Kneader's Bakery & Café
Papa John's Pizza
YouBaby Skin Spa
Presidential Worldwide*
Viaero Wireless

Outdoor Product/Recreation

Pentax
Obermeyer
Ahead*
St. Vrain FC*
APEX Center
Vail Resorts
Imperial Headwear
Unser Karting

Healthcare

Accolade Home Health
Hope Cancer Care
National Jewish Health
The Children's Hospital
Foundation's Counseling
Boulder County Health*
InJoy Health Education

Business Consulting

Aligned Influence*
PIE Forensic Consultants
Z-Axis*
AEI Corporation
VITL Solutions*
The BARS Program
Longmont EDP
Generous Leadership*

SaaS

Aircraft Performance Group*
AddOns*
Silo Compliance

Aerospace

Roccor*
York Space Systems*
Colorado Space Business
Roundtable*

Manufacturing

Solid Power*
ACX Technologies
Golden Aluminum
Uniform Technologies*

Food & Beverage

Walnut Acres
Hain Celestial
Mountain Sun
Nest Fresh Eggs
Mulay's Sausage

Bio-Science

Axona
Allegiance Health
Corgenix
Novus Biologicals
Cutagenesis*
Neocurx*

*Current Clients



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