



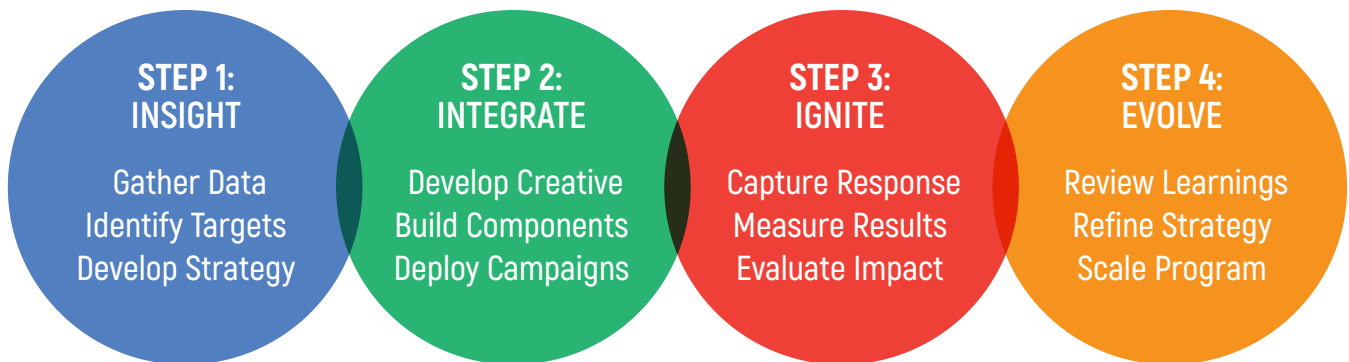
IGNITE YOUR GROWTH

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

Lori Jones, 2021 Boulder County Business Hall of Fame Inductee

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

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

Outdoor Product/Recreation

Ahead*
APEX Center
Imperial Headwear
Obermeyer
Pentax
Unser Karting
Vail Resorts

Healthcare/Medical

Accolade Home Health
Foundation's Counseling
Hope Cancer Care
Injoy Health Education
National Jewish Health
Oliver Behavioral Consultants*
The Children's Hospital
Zeo Medical*

Business Consulting/Solutions

AEI Corporation
Aligned Influence*
Generous Leadership*
High Plains Bank*
Innosphere Ventures*
Ocelot*
PIE Forensic Consultants
RMG Engineers*
The BARS Program
ViTL Solutions*

SaaS

AddOns*
Aircraft Performance Group*
Silo Compliance

Aerospace

Colorado SBR*
Redwire*
Roccor*
Special Aerospace Services*
York Space Systems*

Manufacturing

ACX Technologies
CAMA*
Golden Aluminum
Solid Power*
Tri-Flo*
Uniform Technologies*
Vet Measure*
Zebulon*

Food & Beverage

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

Bio-Science

Allegiance Health
Axona
Corgenix
Cutagenesis*
Neocurx*
Novus Biologicals

Government

Boulder County Health
City of Longmont*
Colorado DOT
Destination Longmont*
Longmont DDA*
Longmont EDP*

*Current Clients



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