CRABTREE + CO

# 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**