

EVERGREENE

Architectural Arts

2020 Holiday Campaign
"Rooted in Quality & Craft"
Internal & External - Multi-Media

INTERNAL HOLIDAY CARD



[\(SEE THE WHOLE CARD\)](#)

Evergreen trees are incredibly resilient. Our name nods to our founder and hints at our preservation work. In 2020, we lived up to our name: we faced an unimaginably harsh climate and didn't drop a single "leaf."

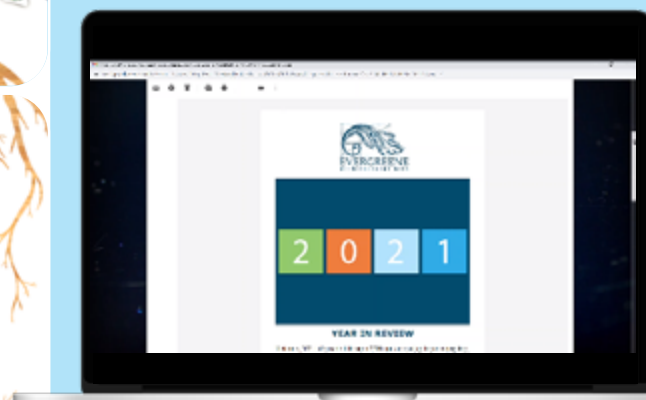
"CONNECTED THROUGH QUALITY & CRAFT"

Our tagline made it easy to build a holiday campaign around what we value most. We designed an internal Holiday card and seed paper ornaments to remind our staff of their roots

For our external audience, we created an advent-calendar-style campaign, highlighting EverGreene's "Top 20 of 2020." This included an interactive web page, an e-blast, and a 20-day social campaign.



ADVENT-CALENDAR WEB PAGE [\(SEE IT LIVE\)](#)



YEAR-IN-REVIEW EMAIL

SOCIAL MEDIA CAMPAIGN [\(SEE OUR INSTAGRAM FEED\)](#)

