



**EVERGREENE**  
Architectural Arts

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# SMPS NEW YORK LIBERTY AWARD

**2021 Submission**

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**EVERGREENE ARCHITECTURAL ARTS**  
2020 Holiday Campaign - "Rooted in Quality & Craft"  
Internal & External - Mixed Media



# MCA Application

SMPS New York recognizes AEC firms whose materials and campaigns achieve their marketing goals in a compelling way. Our program is open to both member and non-member firms whose offices are located within the New York, New Jersey, Long Island, or Westchester and the lower Hudson Valley regions. Outside consultants used to develop materials, e.g., graphic designers, web developers, photographers, etc., should be identified.

- ☐ Website
- ☐ Video
- ☐ Corporate Identity
- ☐ Social Media
- ☐ Promotional Campaign
- ☐ Direct-Mail Campaign
- ☐ Project Pursuit Marketing
- ☐ Newsletter
- ☒ Holiday Piece

Firm Name:	EverGreene Architectural Arts
Website:	evergreene.com
Consultants Used:	None
Contact Name:	Rachel Britian, Marketing & Communications Specialist
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SMPS Member No:	51587 (Katherine DeMercurio)

Submission Deadline:

**04 / 23 / 21**

# 1. CREATIVE BRIEF

Evergreen trees are incredibly resilient. Their foliage remains green and functional for years, where other trees lose their leaves as the temperature drops. In 2020 we learned just how resilient EverGreene, the company, could be. Our name pays homage to our founder while hinting at the preservation work we do. This past year, we've lived up to our name in a different way. We faced an unimaginably harsh climate and came out of it fresh and green; without dropping a single "leaf."

## **"CONNECTED THROUGH QUALITY & CRAFT"**

We recognized that we were able to weather this storm because of our roots; the value for quality and craft that connects our team. Our tagline made it an easy choice to build a holiday campaign around what we value most. We started by designing an internal holiday card and matching gif that echoed these sentiments. We added seed paper ornaments with the hope that the wildflowers they grew would remind our staff of their roots well into the spring and included \$25 gift cards (for 250 staff members across the country) for our employees to treat themselves in lieu of the holiday parties we usually throw to show appreciation to our staff.

We decided to further recognize the talent, dedication, and quality work displayed by EverGreeners during trying times, and showcase the volume of continued project progress to our clients and vendors. We created a digital advent-calendar-style campaign, highlighting EverGreene's "Top 20 of 2020." This included an interactive web page with diverse content revealed each day, an e-blast to ring in the new year, and a full-scale social campaign. This month-long online event also presented the perfect opportunity to introduce the new, brighter accent colors we'd added to our brand identity.

This campaign was incredibly rewarding in the results we saw reflected in our electronic metrics, and in the satisfaction of acknowledging our incomparable team, and sharing good news with our clients. We hope SMPS New York will recognize our evergreen resilience and choose our campaign as their winner.



# INTERNAL COMMUNICATIONS

## A. **EMPLOYEE HOLIDAY CARD**



# CARD DETAILS

## FRONT



**EVERGREENE**  
Architectural Arts

evergreen - \EV-er-green\ (adjective)  
1: having foliage that remains green and functional.  
2a: retaining freshness or interest: perennial.  
2b: universally and continually relevant

## INNER LEFT



**ROOTED  
IN QUALITY  
& CRAFT**

happy  
holidays

## BACK



253 36th Street, Suite 5-C | Brooklyn, New York, 11232  
(212) 244 2800 | [evergreene.com](http://evergreene.com)

## INNER RIGHT

*"The roots of all goodness lie in the soil of appreciation."  
-Dalai Lama*

Dear Colleagues,

As we reflect on 2020, we are overwhelmed with gratitude and appreciation for your perseverance and commitment throughout this challenging year. Time and again you deliver extraordinary work that decorates our world and sets EverGreene apart from the rest.

Looking back, we are reminded of the remarkable talent, dedication and generous spirit of our employees – a spirit deeply rooted in quality and craft and at the very heart of EverGreene's foundation.

We sincerely thank you for being a part of our incredible team and wish a season of peace and happiness for you, your friends and family.

***Happy Holidays!***

Estimados Colegas,

Mientras reflexionamos sobre 2020, apreciamos su perseverancia y su compromiso durante este año exigente. Una y otra vez, ustedes hacen obras extraordinarias que decoran nuestro mundo y que distinguen EverGreene del resto.

En retrospectiva, nos recuerda al talento, dedicación y espíritu generoso de nuestros empleados – un espíritu arraigado en cualidad y artesanía, lo cual es la base de nuestra compañía.

Gracias de todo corazón por ser parte de nuestro equipo y le deseamos paz y alegría para ustedes, sus familias y sus amigos.

***¡Felices fiestas!***

# SEED PAPER ORNAMENT



PACKET WITH INSTRUCTIONS



ASSEMBLED



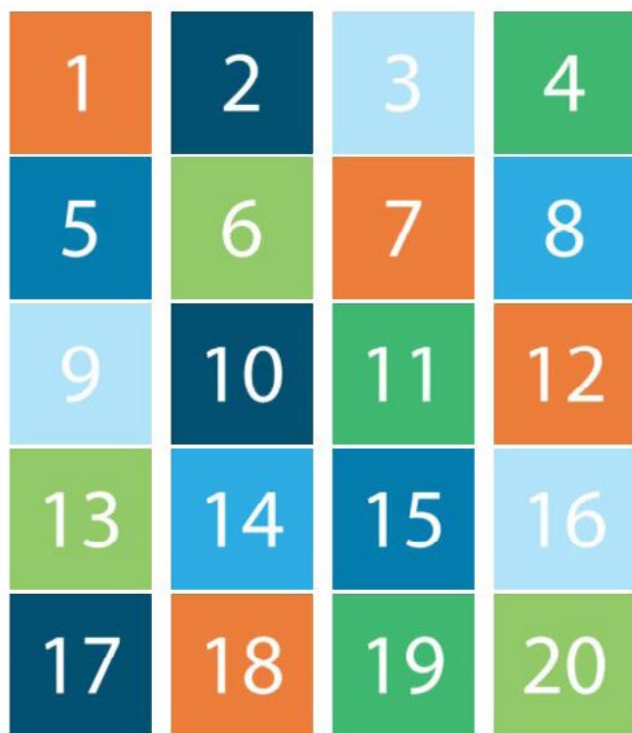
ONE MONTH AFTER PLANTING

# EXTERNAL COMMUNICATIONS

## B. THE INTERACTIVE PAGE

Each day the numbered square will reveal a highlight from this year and will also be posted to our social media. Check out our channels here!

#EAAtop20



BEFORE

Each day the numbered square will reveal a highlight from this year and will also be posted to our social media. Check out our channels here!

#EAAtop20



DURING

CLICK TO SEE THE COMPLETED PAGE

# INTERACTIVE PAGE DETAILS

## WEB PAGE COPY

### Top 20 of 2020

As we look back on 2020, we're thankful for all the people who make EverGreene so great. The exemplary work of our teams has rooted our company in quality and craft. In a celebratory spirit, we will highlight a variety of EverGreene's 2020 projects, successes, and endeavors over the next 20 days. We invite you to follow along as we celebrate our Top 20 of 2020!

We know that creativity is not reserved for professionals. We've enjoyed seeing creativity come to life in a new way in 2020. With more individual time at home, many have adopted creative hobbies to stay busy and engaged. Whether you've learned how to paint, use Photoshop, or sew, we'd love to see how you've embraced the arts this year. Please post a project you've worked on in 2020 and tag us with #EAAtop20 and we'll share it on our story! Don't know where to start? Download our custom [coloring book](#) featuring some of our favorite historical projects.

**Each day the numbered square will reveal a highlight from this year and will also be posted to our social media. Check out our channels here!**

[#EAAtop20](#)



## "ADVENT CALENDAR" DETAILS



Safety has always been our top priority, and this year is no exception. Starting every day with Stretch & Flex is a mandatory routine. We abide by OSHA rules and regulations on every jobsite. Annually, our staff participates in Safe + Sound Week to promote the protection, health, and safety of on-site employees. This pre-COVID video reminds our team of the importance of stretching to prevent potential injury.



Perhaps these past few months indoors have been filled with hours of reading. If you've finished your book list, returning to libraries might be on your mind. We're looking forward to revisiting the New York Public Library and our favorite local libraries to get our hands on a few classics while admiring the art and architecture.



Preservation Maryland shines a spotlight on the tireless work of volunteers, architects, artisans, and legislators who protect the places that make this state such a special place to live, work, and play. Our team is thrilled to be recognized for the renovation and modernization of Enoch Pratt Free Library by the City of Baltimore with a Preservation Artisan Award!

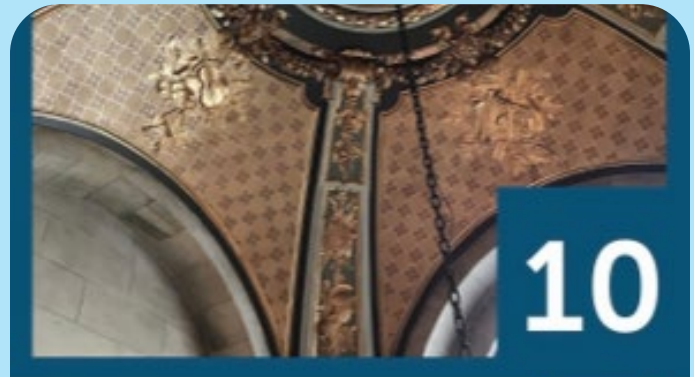


College campuses are adapting now more than ever, but one thing remains constant — our commitment to ongoing maintenance at institutions of higher education. We've continued to return to Columbia University to conserve and restore the interior and exterior spaces, sculptures, and monuments, keeping this Ivy League at its best!



CLICK TO SEE THE COMPLETED PAGE

# C. THE SOCIAL CAMPAIGN



[View Insights](#)

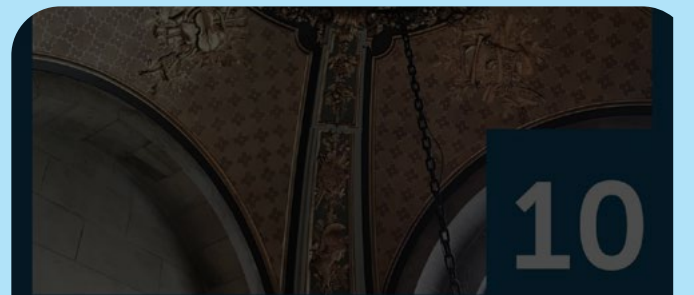
[Promote](#)



Liked by kgg.jpg and others

evergreene\_arch\_arts Perhaps these past few months indoors have been filled with hours of reading. If you've finished your book list, returning to libraries might be on your mind. We're looking forward to revisiting the New York Public Library and our favorite local libraries to get our hands on a few classics while admiring the art and architecture.

#EverGreene #ArchitecturalArts #EAATop20 #Library #Reading



[View Insights](#)

[Promote](#)



## Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to new privacy rules in Europe. [Learn More](#)

63

4

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2

# ANIMATED GIFS

[CLICK TO ACTIVATE](#)



## WINTER

This is an animated GIF of the Holiday card we sent to our employees. We wanted to re-purpose the graphic of the card to share with our external audience.

We used this GIF for the closing post of our "Top 20 of 2020" campaign.

[CLICK TO ACTIVATE](#)



## SPRING

This is an animated GIF was created by one of our interns to celebrate spring, and illustrate the growth of our seed paper ornaments in our Spring 2021 internal newsletter.

## D. THE E-BLAST



2 0 2 1

### YEAR IN REVIEW

Welcome, 2021! We made it through 2020 and are excited to see where the new year takes us. In case you missed it, take a look at EverGreene's Top 20 of 2020 campaign from December to reflect on the exemplary work of our teams, rooted in quality and craft.

Click below to see highlights from a variety of EverGreene's 2020 projects, successes, and endeavors.

[READ HERE](#)



[evergreene.com](http://evergreene.com)

## 2. MARKETING OBJECTIVES

### A. WHAT DID YOUR FIRM HOPE TO ACHIEVE WITH THE PIECE OR PROGRAM?

#### Internal:

a. Our “feel good” campaign aimed to help build a culture of employee recognition at EverGreene to increase retention and satisfaction and express gratitude for the dedication and commitment of our employees during a challenging year across the entire US..

#### External:

b. This campaign was designed to showcase the wide reach across the country of the positive activities, variety of services, and memorable project work our company was able to perform in 2020, against the odds. We demonstrated to our external audience and clients our vast array of services and national reach by showing that our work continued across the US during 2020 and that we maintained our pattern of growth.

c. Lastly, while not strictly a marketing goal, we have a very small marketing department that includes two full-time staff members and a rotating six-month intern. We needed a campaign that could run through the end of the year with minimal upkeep while we took a much-needed holiday vacation.

### B. HOW DID YOU PLAN TO MEASURE YOUR RESULTS AGAINST YOUR MARKETING GOALS?

#### a. MARKETING OBJECTIVES

Our primary objectives were to strengthen and maintain brand loyalty and continue growing our digital presence (our main marketing goal and focus of 2020). We offered meaningful messaging in a playful manner during the holidays to both our employees and external clients and vendors. Our secondary objective, like a true evergreen tree, was not to lose any “foliage” by retaining our existing audience on digital platforms, both our website and social media feeds.

## 2. MARKETING OBJECTIVES (Continued)

### b. TIME FRAME

This month-long campaign launched on December 1, 2020 with the delivery of our printed company holiday cards. We began our social campaign (with an accompanying advent-calendar web site) on December 10th and posted daily until December 31st. We sent our "Year in Review " email blast on January 13, 2021 to clients and vendors. In February 2021, our marketing team took some time in the office to plant our seed paper ornaments and referenced their growth in our internal employee newsletter and again on our social media platforms this Spring (April 2021), concluding the campaign.

### c. BUDGET INFORMATION

Our entire company (as did most) worked on a reduced budget throughout 2020, so we anticipated being quite frugal in our spending. We planned to keep the cost to \$5,000 but decided last minute to add in employee gift cards, which increased our budget, and the morale of our staff!

We ordered 250 of each of the following:

Custom shaped seed paper ornaments	\$259
5"x7" portrait folded cards printed on matte card stock using four-color processing, plus envelopes	\$173
\$25 AmEx gift cards for all employees	\$6,250
Postage	\$125
<b>Total</b>	<b>\$6,807</b>

### d. METHODOLOGY FOR COLLECTING AND EVALUATING

a. Feedback from staff (phone calls, emails, direct conversations in the office, etc.) - This campaign was about recognizing our roots, and sometimes the best way to judge your internal success is anecdotal. See the specifics in [Results](#).

b. Responses to Newsletter@evergreene.com from our clients and partners about our "Year in Review" e-blast. See the specifics in [Results](#).

c. Metrics for our web site and campaign specific page from [Google Analytics](#), performance records for our e-blast from [Constant Contact](#), and an overview from [Hootsuite](#) for our social platforms

# 3. TARGET AUDIENCE

## A. WHO WAS YOUR TARGET AUDIENCE?

Primarily our 250 employees located across the U.S., with a secondary focus on our clients, partners, and brand advocates.

## B. HOW MANY PIECES WERE SENT VIA MAIL OR EMAIL? IF A WEBSITE OR VIDEO, WHAT WERE YOUR ANALYTICAL GOALS?

We sent around 250 holiday cards to our team by mail, year-in-review emails to 18,892 contacts, and we posted 20+ times to four different platforms, with follower counts from 1-3.5k (see below for break down of social media channels).

## C. CHARACTERIZE THE COMPOSITION, SIZE, AND LOCATION OF YOUR TARGET AUDIENCE

**Internal:** Our staff typically hovers around 250 employees, made up of full-time, part-time, Union, and Non-Laborers across the country. We included folks that worked for us during the calendar year of 2020, regardless of their 2021 employment status. The ages and professions of this group run the gamut, from those just entering the workforce to retirement age, and from skilled laborers to office workers. Our staff is distributed across the US with concentrations in NYC at our Brooklyn HQ and in the DC metropolitan area. We have two additional brick-and-mortar locations in Chicago and Los Angeles.

**External:** Our existing social followers, which were our secondary audience, vary by platform.

Instagram - 2,856 followers

57% women, 20% New York-based, 62% age 25-44.

Facebook - 2,368 followers

Mostly (35-65) and male (54%) also predominantly New York-based.

LinkedIn - 3,532

30% New York-based, 20% in positions of seniority, mostly work in construction, architecture, design, and fine art.

Twitter - 1,050

N/A (Twitter does not provide demographic details)

## 4. RESEARCH & PLANNING

**DESCRIBE THE MARKET RESEARCH CONDUCTED PRIOR TO PLANNING YOUR PIECE OR PROGRAM. SUMMARIZE YOUR MARKETING PLAN EFFORTS. EXPLAIN THE PRODUCTION AND DELIVERY METHOD.**

We closely followed 2020 topics and trends (on the NYC local news channels, industry-related publications, etc.), which resulted in pivoting our marketing strategy to be more compassionate in order to continue connecting with our diverse audience. We noticed the surge in indoor gardening that occurred in 2020. We learned caring for plants can be quite therapeutic, and grounding. We experienced this first-hand while in quarantine, as we had home gardens growing, and wanted to share that opportunity with the whole EverGreene team. We decided to use seed paper ornaments as part of our holiday mailer for staff, and the campaign evolved from there.

EverGreene has been around for over 40 years and has been hit by other economic setbacks in the past, however 2020 seemed different. We kept abreast of shifting circumstances in the marketplace by attending frequent virtual talks on a myriad of subjects. We knew maintaining optimism amongst our staff should be a priority, and we endeavored to do that through our shared devotion to quality craftsmanship, and the art we work on every day. It became an important time for our marketing team to focus our communication efforts, and develop a voice and strategy for addressing our internal audience. We know how much our external audience also cares about quality and craft in architectural arts, which guided our marketing team to re-purpose and re-frame some of our internal messaging to benefit our external audience as well; highlighting this as an opportunity for continued digital presence growth.



## 5. **MESSAGING**

### WHAT IS THE INTENDED MESSAGE OF THIS ENTRY?

This holiday campaign was a testament to our dedicated team members, who worked at 19 active job sites and in our offices, through the most uncertain times in the beginning of COVID-19. During a time when we had to work so hard to stay connected, we wanted to remind our team that the inspirational work they do across the nation helps bring communities back together in buildings with cherished histories. Our marketing piece aimed to evoke longevity (a fresh continually green, future), optimism (growing a plant, the opportunity to create new life), and serve as a reminder of what brings us all together by reiterating our tagline ("Connected Through Quality & Craft.").



## 6. RESULTS

### WHAT WAS THE ROI? DID YOU MEET YOUR GOALS?

While our goal was not a monetary ROI, we did retain our existing audience and even continued to see a pattern of growth throughout this campaign. Internally, we helped to build a culture of employee recognition, and anticipate increased staff retention.

### WHICH ACTIONS DID THE TARGET AUDIENCE TAKE AFTER RECEIVING YOUR MATERIALS?

For most of our social posts, we received our standard level of engagement. With our year-in-review email, our marketing team received several emails and a personal phone call from colleagues in appreciation of the work and sentiment behind the campaign. We also received emails from past partners with congratulations and accolades. Our favorite feedback came from our 2020 interns, who helped us put together many of the campaign's components during their time with us. These responses really reflect the purpose of the campaign, in that our former interns are still connected to their roots at EverGreene.

### WHAT WAS YOUR BREAK-EVEN GOAL FOR PROFIT/LOSS? DID YOU ACHIEVE IT?

We achieved a staff morale boost in lieu of the usual holiday parties, but decided to increase our budget last minute for \$25 gift cards to treat our national staff. We did not spend what we normally would on festivities.

### DID YOU MEET YOUR SPECIFIC SALES/REACH GOALS?

We did see our Instagram reach increase by 58%, and Facebook reach increased by 21%. Review the specifics [here](#).

### DID YOU GAIN NEW CLIENTS OR LEADS AS A RESULT?

















We generated 5 viable lead inquiries through our web site during this campaign. We capitalized on this chance to build brand loyalty by showcasing our broad skill set, reach, and our awards and recognition received throughout the year. We know this will increase top-of-mind recall, and encourage inquiries in the future.

# A. GOOGLE ANALYTICS

## PAGE VIEWS

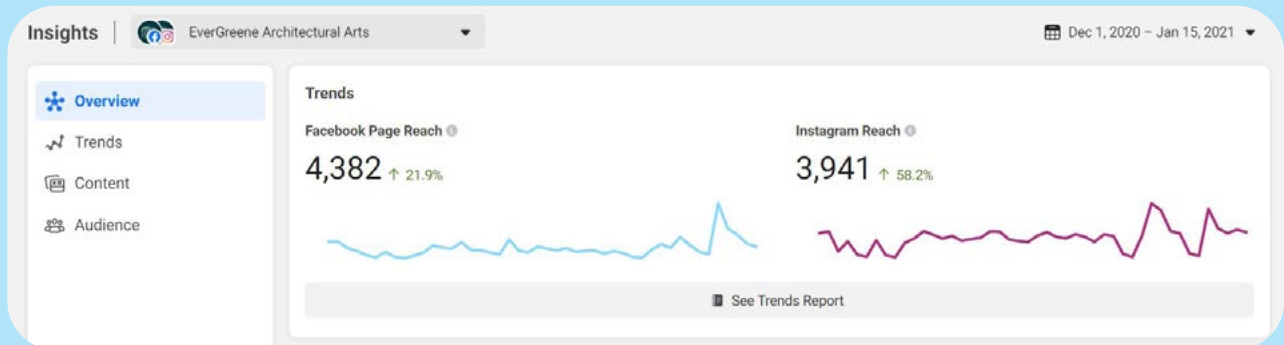
Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	937 % of Total: 0.55% (171,496)	742 % of Total: 0.62% (120,348)	00:01:05 Avg for View: 00:01:03 (3.19%)	676 % of Total: 0.96% (70,295)	56.51% Avg for View: 60.49% (-6.58%)	52.83% Avg for View: 40.99% (28.88%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /top-20-of-2020/	885 (94.45%)	713 (96.09%)	00:01:04	656 (97.04%)	57.01%	54.46%	\$0.00 (0.00%)

## NEXT-PAGE PATH

Next Page Path		Pageviews	% Pageviews
/capitols/		35	13.11%
/people/alan-weiner/		34	12.73%
/artists-at-home/		27	10.11%
/types/sacred-spaces/		27	10.11%
/frank-lloyd-wrights-unity-temple/		26	9.74%
/expertise/conservation/		16	5.99%
/projects/cathedral-of-the-holy-cross/		13	4.87%
/causes-we-care-about/		12	4.49%
/		9	3.37%
/osha-safesound-week-2020/		9	3.37%
/celebrating-the-30th-lucy-g-moses-awards/		6	2.25%
/a-students-ode-to-historic-libraries/		5	1.87%
/careers/		5	1.87%
/projects/enoch-pratt-free-library/		4	1.50%
/a-celebration-of-space-technology-art/		3	1.12%
/about/evergreene-safety/		3	1.12%

## B. SOCIAL MEDIA METRICS

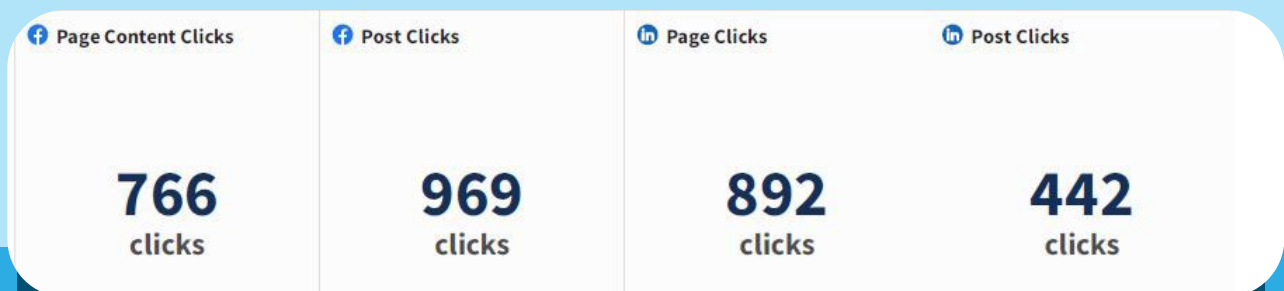
### REACH



### ENGAGEMENT



### CLICK-THROUGH RATE

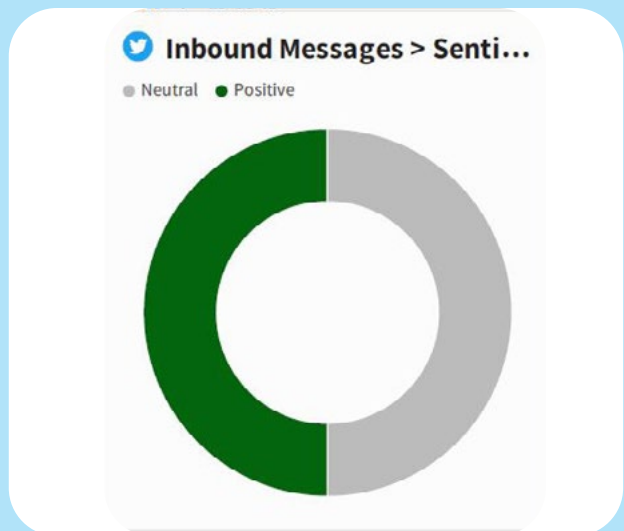
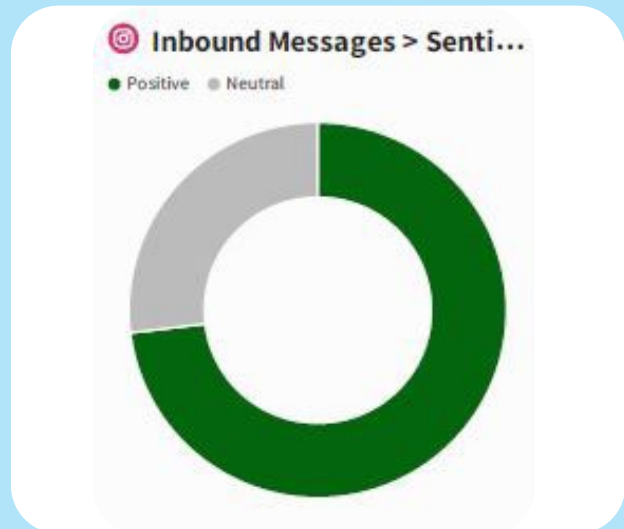


## B. SOCIAL MEDIA METRICS (Continued)

### FEEDBACK

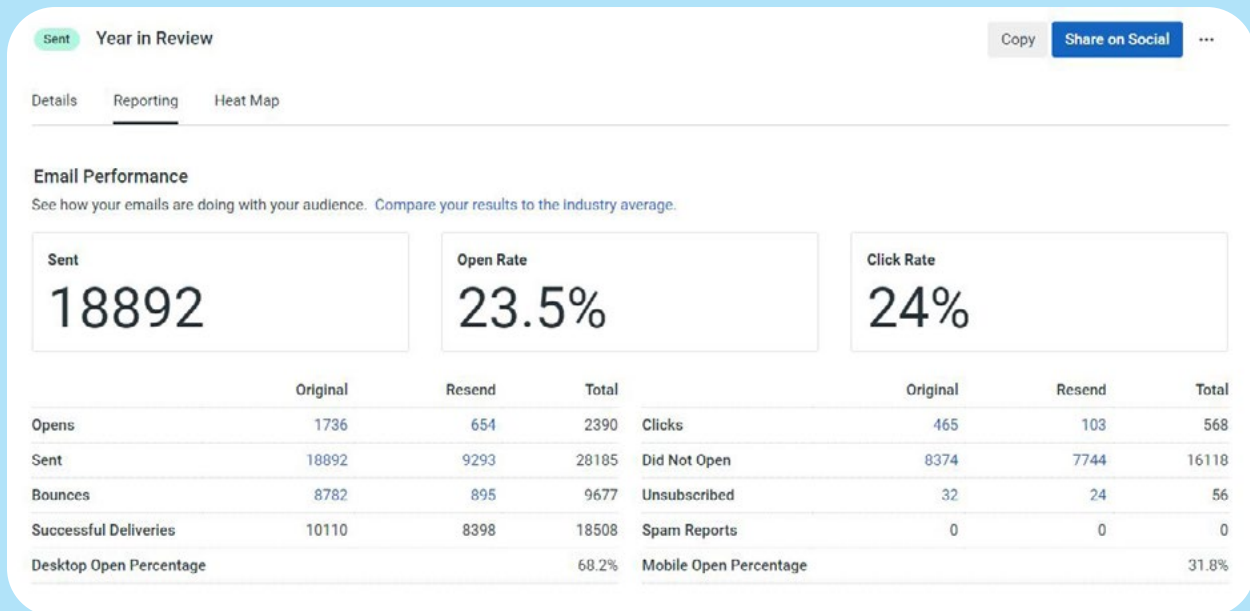


### SENTIMENT



# C. E-BLAST OUTCOMES

## PERFORMANCE



## CLICK-THROUGH DETAILS

Link	List name	Unique Clicks	Distribution
https://evergreene.com/top-20-of-2020/	Top 20 campaign	458	68.9%
https://evergreene.com/		36	5.4%
https://www.facebook.com/EverGreeneAA/		30	4.5%
https://www.instagram.com/evergreene_arch_arts/		30	4.5%
https://twitter.com/evergreeneaa		29	4.4%
http://evergreene.com/		29	4.4%
https://www.linkedin.com/company/evergreeneaa		28	4.2%
https://www.youtube.com/channel/UCwz375ado5Et1bwkFtf01DQ/featured		25	3.8%
Total Click-throughs		665	100%

# C. E-BLAST OUTCOMES

## FEEDBACK

### EXTERNAL

**"CONGRATULATIONS!"**

*- RICHARD HAAS, MURALIST*

**"THE AT-HOME PERSONAL ARTWORK IS OUTSTANDING!  
I ESPECIALLY LOVE "THE APPLAUSE" BY FLAVIO!"**

*- KATE GROOB, RA | THOMAS A. FENNIMAN ARCHITECTS*

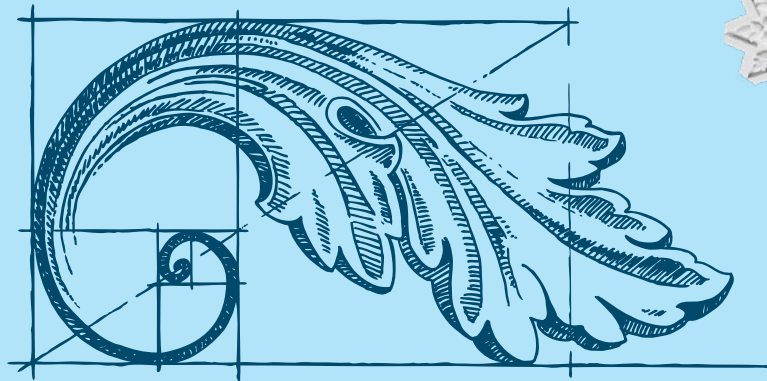
### INTERNAL

**"THIS IS SO GOOD YOU GUYS."**

*- BROOKE RUSSELL, CONSERVATOR*

**"WHAT A GREAT WAY TO SHOWCASE OUR WORK! I CAN'T  
WAIT TO SHARE THIS WITH OUR CLIENTS!"**

*- KIM LOVEJOY, SENIOR BUSINESS DEVELOPER*



**EVERGREENE**  
Architectural Arts

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# THANK YOU FOR YOUR CONSIDERATION.

We hope SMPS New York will  
recognize our evergreen resilience and  
choose our campaign as the winner.

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**EVERGREENE ARCHITECTURAL ARTS**