

What is Evergreen Advertising & Marketing?

Established over 10 years ago, Evergreen was the first communications agency dedicated to developing campaigns aimed at Boomers and Seniors. Based on an academic foundation, our knowledge and experience spans all products and services important to Boomers or Seniors, including automotive, aged care, finance, government, healthcare, retirement, technology and travel.

Evergreen applies a specialised perspective that only comes from a deeper understanding.

Mature thinking from mature thinkers.

Why do clients use Evergreen?

Until now, the mature audience has generally been considered an homogenous group where messages or media have been applied using a 'one size fits all' philosophy.

Evergreen has broken this tradition by understanding the nuances that segment this highly influential and increasingly impactful audience.

Ongoing research, academic and practical experience, along with the worldwide specialist alliances that Evergreen has developed, form the basis for insights that make our mature communication recommendations so effective.

What does Evergreen offer?

At Evergreen, we have a unique process to find the right time, right place and right message. It's called 'Distillation'.

A deeper understanding of the nuances within mature audiences makes the real difference to a client's return on investment.

The 'Distillation' method ensures rich insights are uncovered as we search for differences and similarities, across life-stages, life-events and generational values.

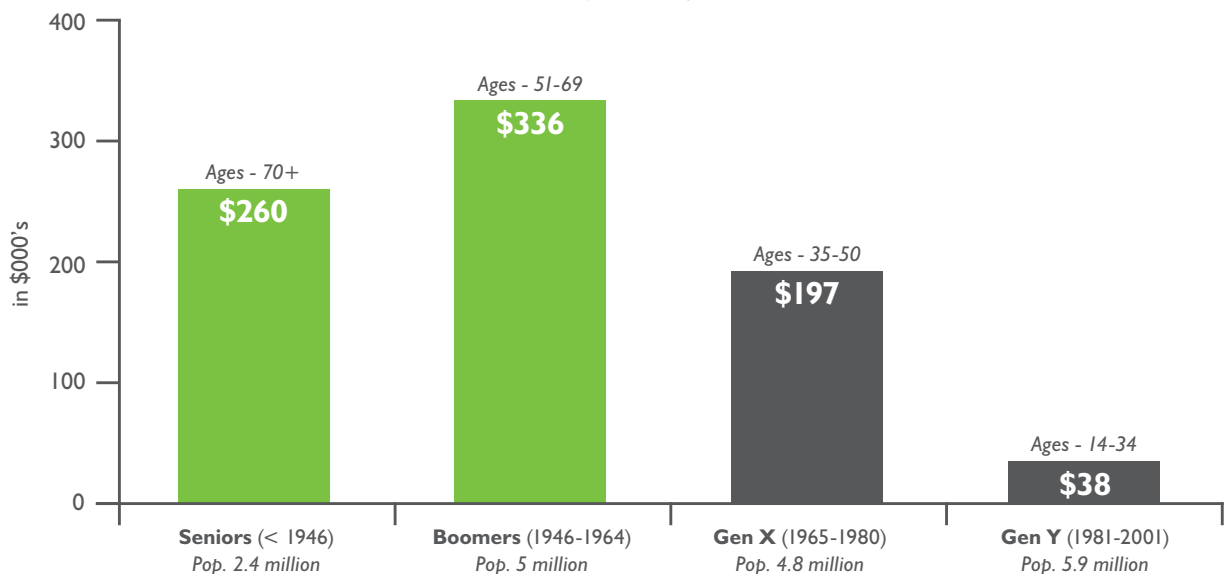
We don't just segment by age.

Is there a need for such a specialist agency?

Absolutely. Australians aged 45+ are the most financially influential audience in Australia today.

Average amounts in all savings & investments by generation

Source: Roy Morgan Jan 2015



Who founded Evergreen?

Gill Walker held senior positions in advertising agencies for over 15 years. She founded Evergreen after being inspired by completing a Master's thesis on Ageism in Australian Advertising. Gill was a finalist in the Telstra Business Women awards, a board member for the Over 50's Association, and currently chairs the RMIT Advertising Industry Advisory Committee. She regularly conducts research in Boomer and Senior communications, is a keynote speaker at conferences and a founding partner for IMMN (International Mature Marketing Network).

International conference appearances of special note have been Global Ageing Trends, AARP (American Association of Retired Persons) Hawaii and The Silver Phenomenon, United Nations University, Tokyo.

What services does Evergreen offer?

The core service offering of Evergreen can be categorised into 5 key areas:

Key Facts

- Founded in 2002
- Staff of 10
- Servicing Australia and New Zealand
- Website: www.evergreenam.com.au
- Contact 613 9413 9900
- Privately owned



SEEK

- Research
- Greenscouts®
- Ageless website audit
- Roy Morgan

FIND

- Channel selection
- Media planning & buying
- Public relations
- WOM strategies
- Experiential
- Sponsorships

KNOW

- Strategic thinking
- Academic evidence
- Behavioural motives
- Communication plans
- Campaign ROI

MAKE

- Brand identity
- Concept & creative development
- Studio, production and implementation across all channels, TV, print, websites, digital, radio, direct mail, collateral

HELP

- Community
- Relationships
- Evergreen Faces
- 50+ talent bank

Awards

B&T Finalist, Specialist Agency

AMI Brand Revitalisation – Hibiscus Resorts

AMI Social Marketing – Prostate Awareness

Generations Award – Platinum –

Hawthorn Grange Aged Care

Generations Award – Gold –

Stockland Retirement Living



AWARDS FOR
MARKETING
EXCELLENCE