



COLLATERAL THAT
COMMUNICATES
EFFECTIVELY



AVE ADVANTAGE

We cannot NOT communicate!

WHY CHOOSE AVE CONSULTING?

We cannot NOT communicate, but we can take steps to ensure our audience “gets” our message. AVE Consulting develops print collateral and Websites that effectively convey key information about your products and services so that customers take action. We’re able to do this because we view each project as a communication tool targeted at a specific audience. Whether we’re writing brochure copy or creating an entire Website, our process is the same. Start with the audience and what’s important to them, and then create a clear, well-organized, compelling deliverable.

“AVE’s excellent communication skills combined with their valuable project management and customer service skills are invaluable to us. We can always count on them to provide high-quality deliverables that get results. And when we hire AVE, we know our projects will come in on time and on budget.”

ROBYN FRENDBERG

ADOBE SYSTEMS, INC.

A WAY WITH WORDS

Whether it’s in your face or a soft sell, or somewhere in between, we write copy that matches your style and motivates your audience. But versatility isn’t the only reason clients choose AVE. We’re adept at:

- Creating copy for a variety of deliverables, from brochures to white papers to complete Websites
- Distilling complex ideas into easy-to-understand concepts
- Organizing content so it’s easy to follow and inviting to read
- Keeping the audience’s perspective in mind as we create the messaging
- Quickly delivering solid first drafts that require minimal revisions

DYNAMIC DESIGNS

Good design is definitely more than a pretty picture. After all, solid design and compelling copy are two sides of the same coin. One without the other results in ineffective communication. That’s why we team with high-caliber designers to create layout that:

- Visually reinforce the copy
- Engage your audience and keep their interest
- Incorporate illuminating illustrations to convey complex ideas
- Offer easy, eye-catching navigation without being distracting

PHENOMENAL PROJECT MANAGEMENT

At AVE, we know how to get the job done—whether we’re responsible for the creative components or managing others who are, be it your internal team, outside vendors, or some combination. Our ability to see projects through to successful completion is due to our:

- Solid organizational and multitasking skills
- Diligence, attention to detail, and exceptional follow-through
- Proactive management approach
- Team orientation coupled with effective communication skills
- Strong strategic vision with an eye towards tactical implementation

A PROVEN PROCESS

AVE is best known for our project management, Website strategy, and copywriting, but we realize that clients often have needs beyond these areas. Many of them also prefer to work with one vendor and/or have difficulty finding quality people. That's why we team with other top consultants in graphic design, application development, and Website programming. This not only lets us tailor our offerings to your exact requirements, but it also enables us to deliver high-quality results with the personalized service and competitive prices often lacking in large organizations.



THE AVE ADVANTAGE

Solid copywriting. Effective design. Strong project management. A proven process. These should be a given, no matter who you're vendor is. But it shouldn't stop there—and at AVE, it doesn't.

Our consultants go the extra mile to get the job done and become integral members of your team. Equally important, you can count on us to deliver projects on time and within budget. But what really sets AVE apart from other firms is our understanding of effective communication—not just writing or design but communication. It's this knowledge that enables us to develop print collateral and Websites that resonate with audiences. And it's also what enables us to work effectively with your internal and external teams.

“Avery understands communication challenges and target audiences, has never missed a deadline, manages projects well, and is organized beyond belief.”

SEEMA KHAN

HITACHI DATA SYSTEMS



“As a contractor assisting with the ongoing development of our Website, Avery delivered value to the project in the following areas:

- *Proactive management*
- *Quick to learn company positioning*
- *Total project ownership, freeing up in-house personnel to pursue other projects*
- *Exceptional organization, translating into respect for management time and reduced costs*
- *No missed deadlines*
- *Project accuracy and completeness*
- *Ability to interact with employees at any level in the organization.*

In fact, Avery's the best contractor I've ever worked with.”

PAM SWINGLEY

ONLINK TECHNOLOGIES

“Avery was a tremendous asset to us in developing our new Website—her diligence, expertise, and follow-through are exceptional. We thought of her not as an outside consultant but as an integral member of our team.”

ERIKA BLANEY

COOLEY GODWARD



AVERY HORZEWSKI—PRINCIPAL

Avery began her career as a marketing writer at Hitachi Data Systems, where she wrote everything from executive-level brochures to white papers to flyers to gift and product catalogs. Before leaving Hitachi to consult full time, Avery advanced to the position of Director, Web Content and Design. In this role, she was responsible for setting the creative direction, planning overall site strategy, and managing the day-to-day responsibilities of the corporate Website.

As a consultant, Avery works with companies of all sizes, helping them develop collateral and Websites that are easy to understand, persuasive, and most importantly, effective.

As the project lead in each AVE engagement, Avery utilizes her expertise in the following areas:

- Navigation/information architecture
- Project management
- Usability analysis
- Website creative direction
- Website strategy development
- Writing—both print and Web

www.aveconsulting.com