

Contact us to find out  
what Pen & Petal's  
founder and industry veteran  
Kerstin Ouellet  
and her team of experts can do  
to take your company  
to the next level.



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Powerful.  
Passionate.  
To the Point.

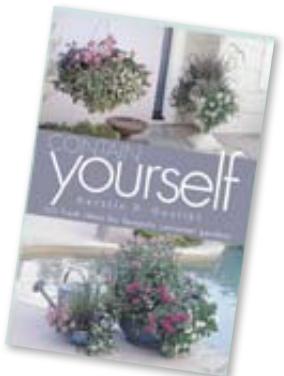
*Experienced marketing  
and communications  
for the horticultural industry*

**Experienced Marketing  
and Communications  
for the Horticultural Industry**

- MEDIA RELATIONS** \_\_\_\_\_
- MEDIA PLANNING & BUYING** \_\_\_\_\_
- PUBLIC RELATIONS** \_\_\_\_\_
- GRAPHIC DESIGN** \_\_\_\_\_
- PRINT & ELECTRONIC ADVERTISING** \_\_\_\_\_
- WEB SITES & ELECTRONIC MARKETING** \_\_\_\_\_
- COLLATERAL PRODUCTION** \_\_\_\_\_
- BRANDING** \_\_\_\_\_
- STRATEGY & PLANNING** \_\_\_\_\_
- EVENT COORDINATION** \_\_\_\_\_
- POP MATERIALS** \_\_\_\_\_
- MULTILINGUAL SERVICES** \_\_\_\_\_

**W**ith Pen and Petal, you'll  
see the difference in our incredible  
range of services, including brand  
and identity development, strategic  
marketing planning, collateral  
development and execution,  
web site development and electronic  
marketing, event coordination and  
planning, media and public relations,  
and more.

*Contain Yourself*  
by Kerstin Ouellet



**L**ike our clients, we're passionate about the green industry. And that works for you – our communications are powerful and to the point.

#### **MEDIA RELATIONS**

We maintain relationships with the industry's most important media to keep you visible and build your reputation and awareness.

#### **MEDIA PLANNING & BUYING**

More than playing the numbers game, effective media buying, ad development and scheduling takes intimate knowledge of the market, the audience and especially your products. Our in-depth horticulture background gives us the edge you need to maximize your impact.

*“Kerstin was the key person for all of our marketing efforts.”*

#### **PUBLIC RELATIONS**

Let us show you what word of mouth can really do with a targeted mix of non-traditional strategies. Creativity and communications reign in the PR world, and we know what it takes to put your name at the top of the industry's most powerful minds.

#### **GRAPHIC DESIGN**

In the green industry, getting noticed takes more than showing your colors. That's why our talented in-house design team puts more than creativity into our creative services – expertly integrating visual and written elements to build powerful communications that inspire and drive key decision makers toward your products.

#### **PRINT & ELECTRONIC ADVERTISING**

Whether you're talking classic media or the newest e-marketing tools, we'll maximize your dollars and your exposure to take your products and your business to the next level.

*“Pen & Petal helped us develop a marketing plan that reached our target audience.”*

#### **WEB SITES & ELECTRONIC MARKETING**

Savvy electronic marketing efforts go far beyond simply translating print to web or e-mail, optimizing these media's benefits for singularly effective communications. We'll help you leverage their timeliness and versatility for your products' success.

#### **COLLATERAL PRODUCTION**

Brochures, direct mail, trade show graphics, catalogs or any printed material to drive up traffic and draw in sales – we'll deliver to-the-point communications designed to sell.

#### **BRANDING**

Beyond a simple graphic, a brand represents all your company is and wants to be. We'll help you make sure it powerfully positions you.

#### **STRATEGY & PLANNING**

Incisive marketing takes knowing your industry and your business – and that's what sets us apart. We'll partner with you to develop tools and tactics that work in the real world, not just on paper.

#### **EVENT MANAGEMENT**

Powerful integrated marketing programs make the most of special events and trade shows, and we've helped countless of companies take advantage of the unique exposure they offer. From total planning services to booth and collateral development, we'll deliver.

*“One of the best seminars I've ever attended.”*

#### **POP MATERIALS**

Get noticed with powerful messages that sell! We'll help you design point-of-purchase materials that make people stop and take notice.

#### **MULTILINGUAL SERVICES**

The horticulture industry knows no borders, and neither do we. We'll help you tailor your message across countries, oceans and continents in multiple languages to suit multiple cultures and geographies.

#### **SEMINARS & PRESENTATIONS**

Put some power and passion behind your speaker's slate when you book Pen and Petal President Kerstin Ouellet, author of the best seller *Contain Yourself*. Known throughout the green industry for her unique blend of horticulture and marketing wisdom, she'll tailor an engaging presentation to suit any audience.

*Request your own special seminar, or choose from some of her most popular topics:*

**Container Garden Designs for Today and Tomorrow**  
Kerstin tracks the constantly evolving container garden market for the latest trends on both sides of the ocean.

**Green Industry Marketing Demystified OR Green Industry Marketing During Challenging Times**

With savvy marketing more important than ever, Kerstin's horticulture marketing seminars keep you at the forefront of the latest developments.

#### **Building a Crisis Communications Plan**

A good reputation is much more quickly lost than built – find out what you need to protect your business in a crisis.

*Visit our web site for more details on these and other potential topics, or call Kerstin to discuss other seminar ideas!*

*“Kerstin filled this seminar room like no other speaker has. I highly recommend her.”*

– Jim Fox, Seminar Coordinator,  
Northwest Flower & Garden Show