

INDUSTRY SOLUTIONS

MARKETING AND
CREATIVE AGENCIES

Our team supports agencies working in varied fields: consumer products, design, events, fundraising, and non-profit communications.

From packaging to displays, print to signage, data to campaigns, and analytics to personalization, our agency partners value our team's diverse expertise and our ability to help them conceive and deliver the right solutions to their clients' varied challenges.

Our multi-disciplinary team can more fully understand your needs and the needs of your clients, and help your team deliver superior results – without getting dragged into the weeds. Try having us in your team's corner.

OUR WORK INCLUDES:

Packaging**Display & Signage****Print & Publications****Direct & Database Marketing****Personalization & Customer Experience****Marketing Analytics & Insight****PACKAGING**

- Primary and secondary packaging, from concept to retail
- Thermoformed and paperboard packaging, standard to luxury grade
- Retail ready packaging and point of purchase/POP displays
- Concept development and prototyping

DISPLAY & SIGNAGE

- Full range of solutions for indoor and outdoor environments and applications
- Retail graphics, signage, and displays
- Event graphics, signage, and displays, from tradeshow to meetings to outdoor events

PRINT & PUBLICATIONS

- Advanced offset and digital print technology
- Standard to luxury grade materials and treatments
- Complete kitting, assembly, and fulfillment

CLIENT
TESTIMONIALS

“TRICO Evolution helped us to find real intelligence in our marketing data. As a result we were able to make better, more informed business marketing decisions. With TRICO Evolution we were able to understand exactly where to find our customers and how best to reach them.”

Terry Monette
Co-Owner
Rental Village

“TRICO Evolution is a valuable service provider within CARE's Direct Mail program. Their professional and knowledgeable team provides us with outstanding service in both data processing and production for our campaigns. Working closely with our team, they always have our best interests at heart while creating the most effective material at the lowest cost. They always support us, even when timelines are tight. And they provide us direction and ideas when we're venturing into new areas.”

Samara Caplan
Offline Marketing Officer
CARE Canada

DIRECT & DATABASE MARKETING

- Consumer and business lists and targeting
- Prospect and customer data quality and data enrichment
- Campaign data manipulation, programming, and processing
- Direct mail campaigns, standard to stand-out
- Cross-channel campaigns with CURLs, PURLs, email, and social media integration

PERSONALIZATION & CUSTOMER EXPERIENCE

- Advanced personalization/1:1 marketing technology and expertise
- Lifecycle-based communications and campaigns (acquisition, onboarding, retention/loyalty, upgrade/cross-sell, re-activation)

MARKETING ANALYTICS & INSIGHT

- Test/experiment design, implementation, and analysis
- Insight and decision-support research design, implementation and analysis (data mining, insight surveys, focus groups, and more)
- Funnel and lifecycle analysis (acquisition, retention/churn, upgrade/cross-sell)
- Segmentation and personalization analysis and strategy

CONSULT WITH OUR TEAM

We are an experienced agency partner, and our experts can become an almost seamless extension of your team – adding synergies, reducing risk, and helping you deliver superior results for your clients.

See our Business Line Overviews and other Industry Solutions Overviews for more details on our services.

CLIENT TESTIMONIALS

“Without the hard-working team at TRICO Evolution, it would have been a challenge for us to deliver on a major retailer’s request to sell our product in Valentine-themed packaging in large volumes. Working with TRICO meant we could keep our resources focused on what we do best, making some of the world’s finest candies.”

Eric Long
Supply Chain Manager
New England Candy Company / NECCO

“Richard Danis and TRICO Evolution have been delivering excellent personalized service to our Council since 2009. We have relied on Richard’s knowledge and guidance on varied projects both large and small – from meeting invitations and corporate materials to annual reports and more. It is because of our confidence in Richard and the TRICO team that we consider TRICO Evolution to be our #1 go-to printing company!”

Nancy Wallace
Vice President, Corporate Services
Business Council of Canada

“Bruce Bathurst and the TRICO Evolution team have been producing signage and banners for our conferences and meetings for 5 years now. Bruce has a great understanding of Meeting Planner issues (deadlines, last minute changes), and he is the only supplier who takes the time to make sure I get exactly what I need. He and the team are always accommodating and flexible, they always deliver on time, and the quality is excellent. In short, they make my life much easier!”

Patricia Gougeon, CMP
Associate Director, Meetings & Conferences
Canadian Construction Association



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*Packaging & Logistics
Printing, Signage, and Display
Direct & Database Marketing
Marketing Analytics & Insight*

