

BEARDWOOD&CO

40 Wooster Street
4th Floor
New York City, NY 10013
www.beardwood.com

ABOUT US

Beardwood&Co. (www.beardwood.com) was founded in December 2004 with a mission to connect brands with people on a human level and to partner with clients who believe in the power of that proposition.

Comprised of strategists driven by creative potential and designers inspired by human insights, the company focuses on brand, insight and innovation. Beardwood&Co. views each project as a journey, as exciting in the process as the outcome.

Beardwood&Co. began as a talented group of freelancers who met in Starbucks, led by company founder, Julia Beardwood. In her 25-year marketing career she has tackled challenges and challengers, building rapport and trust with her client partners to take brands to unexpected levels. The group started with strategy and research projects, but soon clients began asking for help executing these strategies with design through the entire “brand experience” from naming to logos, packaging, print, web sites and communications. The work and the team quickly outgrew Starbucks and set up shop in a lovely loft space in Soho.

Today, the action-oriented team operates in a work environment designed to foster collaboration, not competition; focused on developing the best possible work for clients of which they are proud.

The company logo, an owl, symbolizes the “uncommon wisdom” Beardwood&Co. aims to deliver to clients. The team has earned long-term clients including national and global brands like Westin, Lego, La Senza, Pfizer, Bath & Bodyworks and Mike’s Hard Lemonade, entrepreneurs and cultural branding in New York City including CBGB, American Museum of Natural History and Seaport Museum New York.

PRESS CONTACT

Judy Calvin

KALVIN PUBLIC RELATIONS

114 Ogden Avenue, 2nd Fl
Dobbs Ferry, NY 10522
T 914.693.0123
F 914.693.5111
jkalvin@kalvinpr.com