

Boutique Marketing & Strategy Capabilities Deck



Summer/Fall 2021

#GoodBusiness



#GOOD BUSINESS

GB Agency is a full-service boutique strategy and marketing agency providing successful solutions to clients around the globe.

CEO James Bremner manages a team of extraordinary people located across America, with primary offices in New York City and Houston, TX.

At GB, we believe that good business is ethically responsible, socially conscious, friendly and fun; and we actively seek clients who share in that mindset.

FIRST CLASS



Thank you for making us look so good!
We love the new site and it was a pleasure working with you and your team!

- Lynn McCary Events



GB Agency has been a dream to work with.

They are solution-oriented as well as creative. I used them to rebrand my company that included logos and new brand aesthetic, a new website, as well as a conference booth.

I would recommend them again and again for their professionalism and talent.

- Tracey Wells-Schneps SMK Workforce Solutions



oh hello,
old school service





We are proud to be a NYC-based agency **registered in New York State** with many clients locally & globally.

GB Agency is currently transitioning to a **Minority and Women-Owned Business Enterprise** (MWBE) & we are proud to support minorities as clients.

We are also delighted to have been recognized as a **Top 3 Boutique Design Agency** by DesignRush.

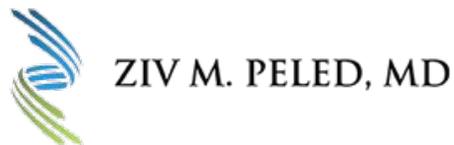
Aligning with our commitment to sustainability, through 1% of gross sales, we're proud to be a member of the 1% For The Planet cause.

**PROUD. STRONG.
ETHICAL.**

All GB staff share our beliefs and goals and we believe in investing in exceptional, diverse talent.

All our staff were remote before the pandemic, so we have not been affected operationally and have systems that have been working smoothly for years.

DIVERSE CLIENTS



From beauty, tech and startups, to the eclectic mix of everything from tutoring to plastic surgery; and investment funds and law firms to cheese, **GB has always maintained a broad mix of clients.**

We like it like that. It keeps things fresh and interesting and what we learn from one industry, we are often able to apply to another. It's one of the reasons we remain sharp and knowledgeable.



MARKETING PEDIGREE

GB Agency was founded on core marketing and sales principles and has continued in that vein for over nine years. British CEO James Bremner’s global ad experience attracted and secured clients in the US, Canada, Mexico, UK, Ireland, Spain, China, Japan and Australia. However, we remain compact, flexible and efficient —which is why we’re a **top 3 boutique agency.** *

**Design Rush Top 25 Agency Award 2020*

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Nabooki
Published by James Bremner (?) · June 13 ·

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3,329 People Reached 149 Engagements

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AFFORDABLE
We make sure our price is right!

BEAUTY
Attention to detail is what we live for!

OUR PROMISE
With so many cameras available, figuring out from all the specifications and options to decide what your everyday video is complicated.

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35X MORE LIKELY TO BE KILLED IN AN ACCIDENT OPPOSED TO SOMEONE DRIVING A CAR.

11% OF U.S. ROADWAY ACCIDENTS INVOLVE A MOTORCYCLIST

384,622 THERE WERE 384,622 REGISTERED MOTORCYCLES IN THE STATE OF NEW YORK IN 2019.

HELMETS CAN REDUCE THE CHANCE OF A FATAL CRASH BY 37%

In 2021, 80% of all internet traffic will consist of videos, globally.



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the TUTORING collective

“In spite of temporary victories, violence never brings permanent peace.”

- MARTIN LUTHER KING



THE HAYES INITIATIVE

DESIGN SUCCESS

- In-house design direction and multiple graphic designers.
- Website, app and minisite design.
- Email templates and landing pages.
- Content calendar design & strategy.
- Transformation of mundane stock footage into impactful content.
- Short and long form video creation.
- Integration into other marketing channels for compound effect.



SHOPTOKO
For Contemporary Fashion - Retailers To Millennials

Home / Shop / Accessories / Seasonal / New In Store / Clearance / All / The TOKOME / Site

NICE RACK

Enter TOKOME at checkout to get 10% off your first order!

DISCOVER, SHOP AND STOCK.
This cool bag brands that fit your style and budget. **NO MINIMUMS, NO COMMITMENTS, NO KIDDING.** [START NOW >>](#)

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ALPINE FONDUE

THE BEST OF SWITZERLAND
IN A POT. THE PERFECT
PARTY FAVORITE. THE
IDEAL GIFT. THE ONLY
ONE YOU CAN TAKE
HOME.

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THE MARKET

\$9 billion Denim-led Contemporary Retailer market at wholesale

\$5 billion 55% moves at a discounted price

\$250 million ShopToko aims to be capturing 5% of the market by Year 5

SHOPTOKO

Job Roadford
Skincare & Haircare

SKIN

HAIRCARE

Face Masks

Day Cream

THE ESSENTIAL METHOD
If you're new to Job Roadford, face the trials, easy way to get what you need for your skin regime - The Essential Method.

A Culinary Journey From Restaurants To Sustainable Global Impact

Cafe Gray Deluxe Graces Both Hong Kong And Shanghai

THE PRESS

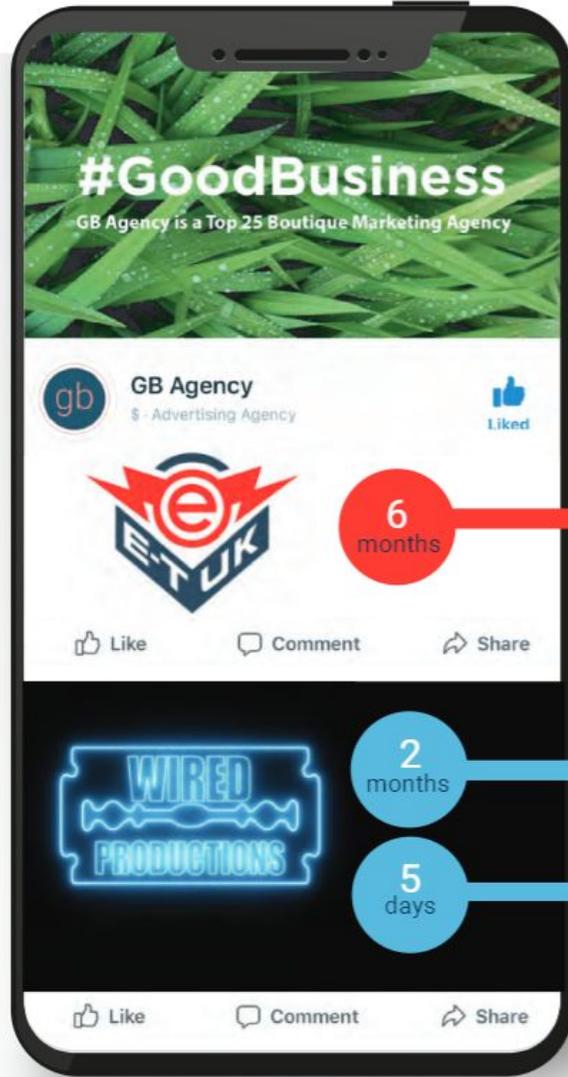
the POINTS GUY APPROVED

AMERICAN EXPRESS

Earn 4x points on US supermarkets on up to \$25,000 per year in purchases.

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Partner Offer. Terms Apply



Video View Campaign
Day 1 without GB Agency: 200 impressions and 52 video views





GB SERVICES

GB's skill sets extend across the full range of **marketing** services:

Brand Strategy & Development

Visual and written brand development coupled with strategic evolution

Design & Copywriting

Innovative in-house creativity for fast delivery of effective solutions

Website

Expert in-house development of websites, complex ecommerce & mini-sites

SEO

On-page and off-page SEO from our Google certified search optimizer

Social Media

Content calendars, community, engagement and growth strategies

Videos

Quality creation and fast delivery of videos for social, email and website use

Advertising

Design, development, execution and placement of ad campaigns

Email Marketing

Template design, database segmentation, profiling, design and funnel conversions

Landing Pages

Expert landing page design that converts clicks into ROI

VALUE ADD SERVICES

Business Development & Strategic Partnerships

Introductions, market strategy and scaling through partnerships

Event Management

Design, production & direction of exhibitions, launches & other events

Marketing Automation & Funnels

Drip campaigns, funnel creation and fully automated lead generation

Sales Integration

Total marketing support and development of the sales pipeline

Product Marketing & Development

Assisting with product dev strategies and roadmap

Promotional Merchandise

Branded mugs to custom-developed press kits

Business Model Creation & Development

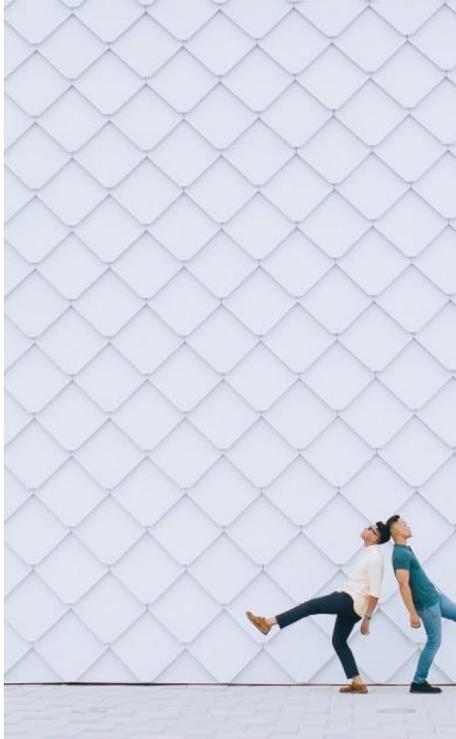
Complete execution including pricing & exec summary creation

UI/UX Design

Wireframe creation and dev team design support



NEXT STEPS



We would love to work with you!

Please contact:

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501.777.5570

