

**Boutique Marketing,**  
Strategy, Web & Branding  
Capabilities



Q2 2022

**#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 Miami.

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

oh hello,  
old school service



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





We are proud to be a US-based agency **registered in New York State** with many clients around the world.

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.

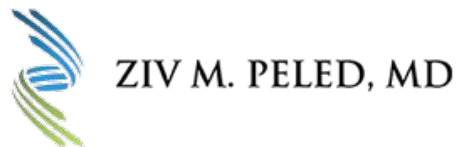
Aligning with our commitment to sustainability, through 1% of gross sales, we're proud to be a member of the 1% For The Planet cause.

**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 ten years. British CEO James Bremner's global 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*

The most unforgettable memories are made at *home*.

Contemporary two and three bedroom residences in Los Cabos, Mexico.

**THE MONTAGE RESIDENCES**  
LOS CABOS

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Expansive open-air residences offer views across the breathtaking bay, steps from one of the few year-round, swimmable beaches.

An array of swimming pools, dining venues, a full service Spa Montage and a First Couples Signature Golf Course are just some of the wonders that await.

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

Got Space? Nabooki will help you fill your appointment book with online bookings. **CLICK NOW for your FREE TRIAL!**  
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**AFFORDABLE**  
We make sure our price is right.

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Attention to detail is what we do best.

**OUR PROMISE**  
With our menu camera available, figuring out how all the specifications and options translate into your everyday use is complicated.

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**EMAIL**  
[info@bleakley.com](mailto:info@bleakley.com)

**Bleakley FINANCIAL GROUP**

**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.

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



**gb** agency

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 IMPACT

- In-house creative director and graphic designers.
- Website, app and minisite design.
- Email templates and landing pages.
- Content calendar design & strategy.
- Short and long form video creation.
- Award-winning advertising design.
- Integration into other marketing channels for compound effect.
- Print and packaging design as well as event booths and collateral.



## SHOPTOKO

A Contemporary Fashion, Products by Montage

Home / Men / Accessories / Home Goods / Bath & Body / Children / Gift / The Store / Blog

# NICE RACK

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

DISCOVER, SHOP AND STOCK. See what's new & get 10% off your first order. **START NOW >>**

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### ALPINE COLLECTION

ALPINE FONDUE

ALPINE SKI PASSES



### 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

### Josh Rosebrook

SKIN HAIRCARE

Face Mask

Day Cream

### THE ESSENTIAL METHOD

If you're new to Josh Rosebrook, here's the simple, easy way to get what you need for your skin right now - The Essential Method.

### the POINTS GUY APPROVED

AMERICAN EXPRESS

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

**LEARN MORE**

Partner Offer. Terms Apply

### A Culinary Journey From Restaurants To Sustainable Global Impact

## Cafe Gray Deluxe Graces Both Hong Kong And Shanghai

THE PRESS

### Revolutionizing Regenerative Medicine

Privately Bank Or Donate Your Baby's Umbilical Cord For Actual Use

Beneficial BioBanking For Families & The Community

From Your Family, To Ours, To Yours

Trailblazing Innovation





# GB SERVICES

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

## **Brand Strategy with Copy & Design Development**

Visual and written brand development coupled with strategic evolution

## **Copywriting**

Innovative in-house creativity for fast, SEO-centric 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



# GB SERVICES

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

## Videos

Quality creation and fast delivery of short and long form videos

## 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

Where GB differs from many agencies is that we often bridge the gap between marketing and business development.

## Venture Consulting

Pitch decks, introductions to VC and exposure to a network of venture options

## Business Development & Strategic Partnerships

Introductions, market strategy and scaling through partnerships

## Marketing Automation, Funnels & Sales Integration

Pipeline analysis, drip campaigns, funnel creation and automated lead generation

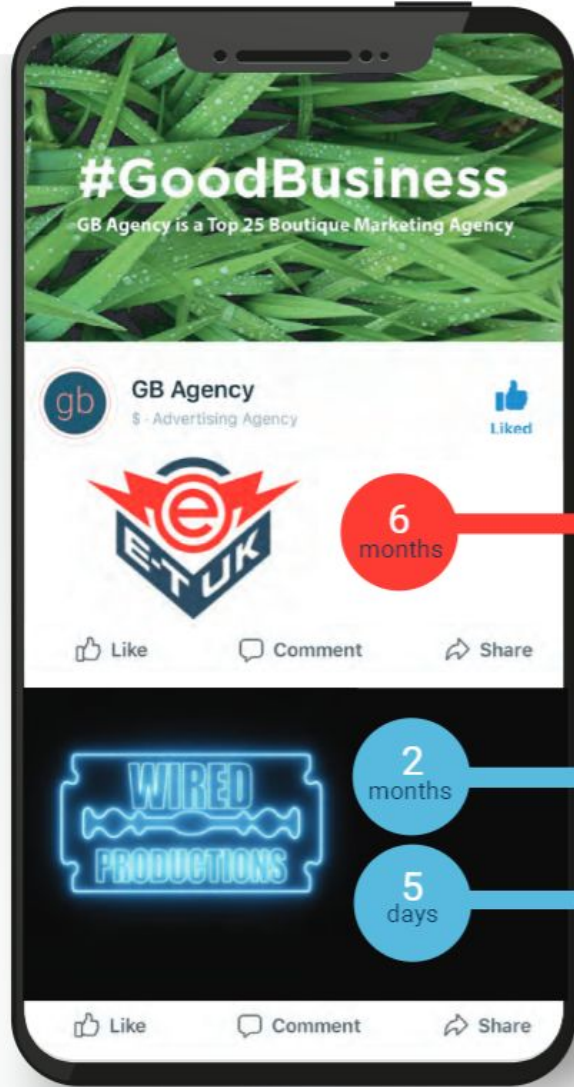
## Product Marketing & Development

Assisting with product dev strategies and roadmap

## Business Model Creation & Development

Complete execution including pricing & exec summary creation





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



# GB CREATIVE PROCESS



1. Please note that GB does **not put limits** on a set number of rounds for design or copy.
2. We create a number of options for the conceptual direction of the overall design or copy, and help clients choose one, or create others until our clients are **fully satisfied**.
3. The chosen direction is then iterated upon until we have the **right solution**, subject to fair usage.
4. We ensure satisfaction and **work collaboratively** to ensure the design works in practice (on the web, across channels, and on business cards, etc.), is **rooted in business**, and that it has impact and delivers the right positional messaging.



## PLEASE NOTE

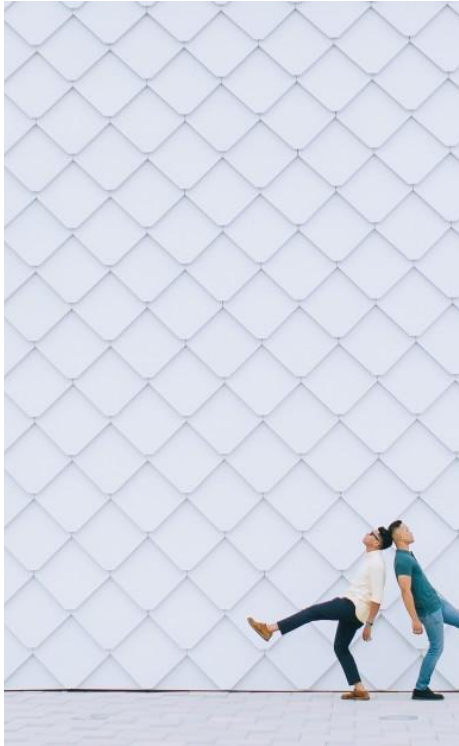
GB is of course always available for consultancy and advice.

We track all activity in a project management system, which provides full, real-time transparency into projects and task completion.

We always work best and find we are set up to succeed when we have a reasonable degree of autonomy, although weekly reporting meetings would be preferred, at least initially.

Contact is available through direct cell numbers for our team, email, slack and we're always happy to meet face-to-face!

## NEXT STEPS



*We would love to work with you!*

Please contact:

**James Bremner, CEO**

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917.960.1190

