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

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

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

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.**

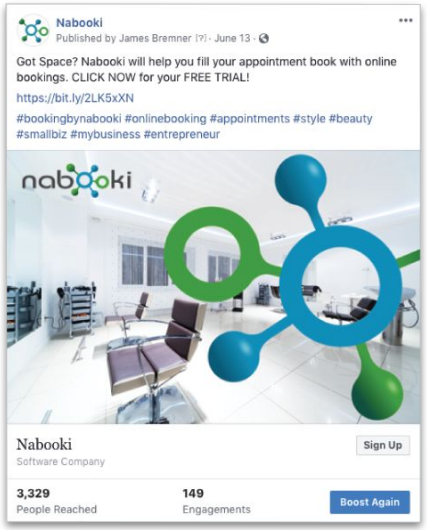
We like it like that. It keeps things fresh and interesting and what we learn from one industry, we are often able to apply to another. It's one of the reasons we remain sharp and knowledgeable.

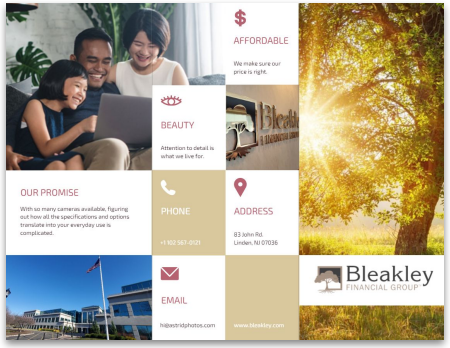
MARKETING PEDIGREE

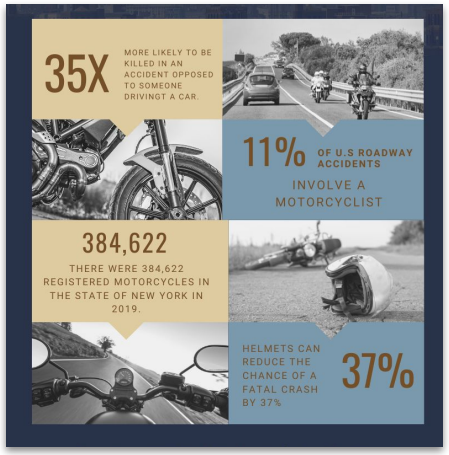
GB Agency was founded on core marketing and sales principles and has continued in that vein for over ten years. British CEO James Bremner's global experience attracted and secured clients in the US, Canada, Mexico, UK, Ireland, Spain, China, Japan and Australia. However, we remain compact, flexible and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

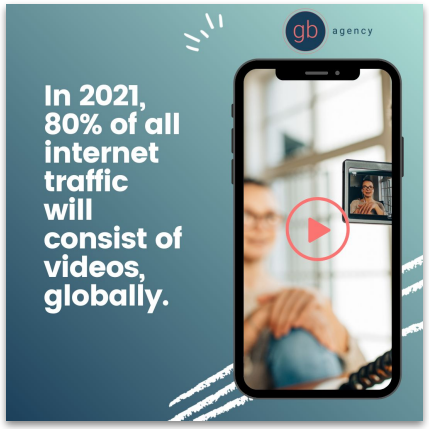
**Design Rush Top 25 Agency Award 2020*

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.

Montage Residences
Los Cabos

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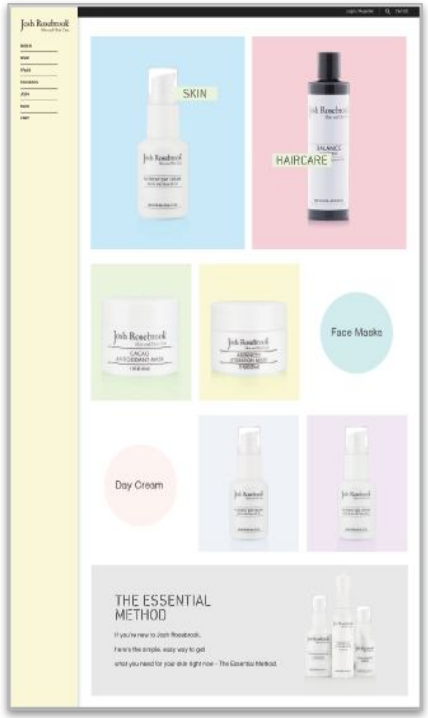
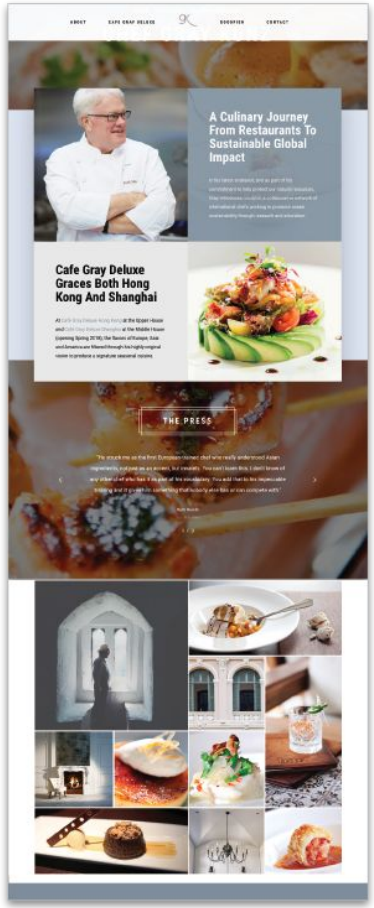

Josh Rosebrook
SKIN
HAIRCARE
Face Masks
Day Cream
THE ESSENTIAL METHOD


A Culinary Journey From Restaurants To Sustainable Global Impact
Cafe Gray Deluxe Graces Both Hong Kong And Shanghai
THE PRESS

Stem Cell RESERVE
Revolutionizing Regenerative Medicine
LEARN MORE
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

ALPINE COLLECTION
SKI PASS
ALPINE FONDUE

ALTU
MONTEAU
VALIS
YELLOW DOOR CREAMERY
ALPINE COLLECTION

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

the POINTS GUY
APPROVED
AMERICAN EXPRESS
Earn 4X points on US supermarkets on up to $25,000 per year in purchases
LEARN MORE

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

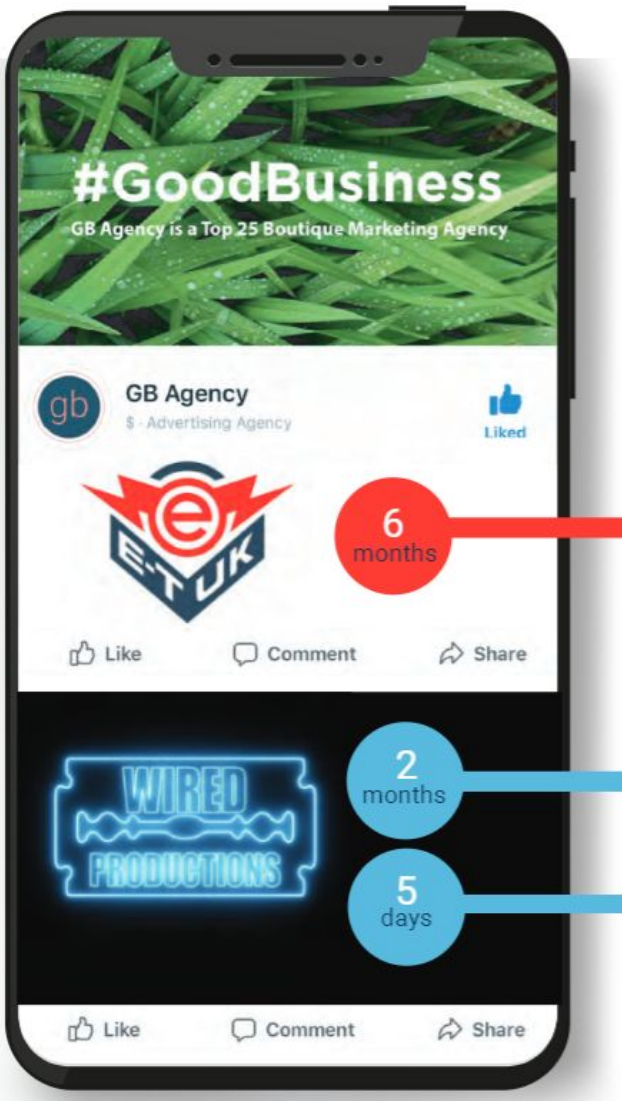
Business Development & Strategic Partnerships
Introductions, market strategy and scaling through partnerships

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

GB RESULTS



6 months

+19% Leads Per Month

+368% Click Through

2 months

+277% Website Users

+289% New Users to Website

+304% Website Sessions

+139% Page Views

5 days

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

+18K Impressions

+3.5K Views Per Day

GB CREATIVE PROCESS

gb agency

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

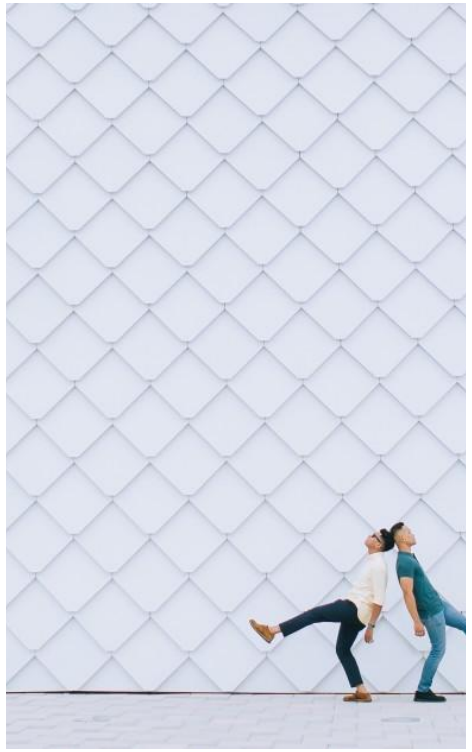
GB is of course always available for consultancy and advice.

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:

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917.960.1190