

# Boutique Marketing & Brand Strategy

Capabilities Presentation



Q3 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.

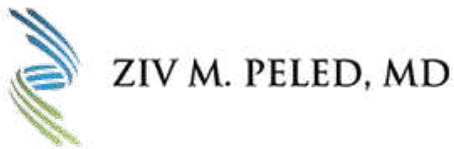
All our staff were remote before the pandemic, so we have not been affected operationally and have systems that have been working smoothly for years.



# FULL SERVICE

- Brand design and strategy.
- In-house creative director and superb graphic designers.
- Website, app and minisite design.
- Decks and presentations.
- Email templates and landing pages.
- Social media and content calendars.
- Short and long form video creation.
- Award-winning advertising design.
- Print and packaging design as well as event booths and collateral.
- Complete marketing plans.





# 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



We've handled everything from branded fondue sets, to luxury double page advertisements.

GB's in-house design team is equally skilled at turning around a quick social media infographic, as they are a full conference booth.





**SHOPTOKO**  
 A Fashion & Lifestyle Marketplace

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## NICE RACK

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

DISCOVER, SHOP AND STOCK.  
 All our bags, shoes and accessories are made from premium quality materials.

**START NOW >>**

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**ALPI COLLECTION**

ALPI FONDUE

ALPI BAGS



**THE MARKET**

**\$9 billion** Direct and Indirect Government Revenue market at international

**\$5 billion** cyclic growth at international market

**\$250 million** Budget also aims to be capturing 5% of the market by 2025

SHOPTOKO

**Jojoba**

SUN  
 HAIR CARE  
 Face Masks  
 Eye Cream

**THE ESSENTIAL METHOD**

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

**Cafe Gray Deluxe Graces Both Hong Kong And Shanghai**

THE MENU

**THE POINTS GUY APPROVED**

**AMERICAN EXPRESS**

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

**LEARN MORE**

**Revolutionizing Regenerative Medicine**

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

Beneficial Borrowing For Families & The Community

Track Call RECEIVED

# WEB DESIGN

GB Agency's founder was creating websites back in 1996 and has been at the forefront of Internet design and marketing ever since.

GB has an all-in-house team of designers, copywriters, coders and project management that ensures continuity of service to our clients, and the finest modern websites that are equally effective on a desktop or a smartphone.

We are able to offer hosting, maintenance and SEO services as well.







GB Agency uses a variety of platforms for building websites, including WordPress, which is an incredibly flexible and secure platform.



All our WordPress sites are fitted with an SSL certificate for maximum protection .



Secure and stable website hosting is critical, but so is speed and service, which is why we have partnered with WPengine for all WordPress websites.

## TECHNICAL PARTNERS



<https://thesafetyguide.com/>

<https://www.theboxwalla.com/>

<https://demamiel.com/>

<https://www.montageresidencesloscabos.com/>

<https://peledmigrainesurgery.com/>

<https://sacredspacemiami.com/pages/plant-miami>

<https://buzinberman.com/>

<https://www.bakpax.com/>

<https://www.schumancheese.com/>

<https://jcklaw.com/>

<https://www.cellocheese.com/>

**PREVIOUS  
WORK**



# BRAND & STRATEGY

These are just a few of our recent branding examples. But branding goes much further than just a logo.

GB brand strategy takes into account everything you could imagine and creates a look and feel that suits the personality and culture of the brand.

Our in-house copywriting underpins the design and creates the brand voice.





# 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'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 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:

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