

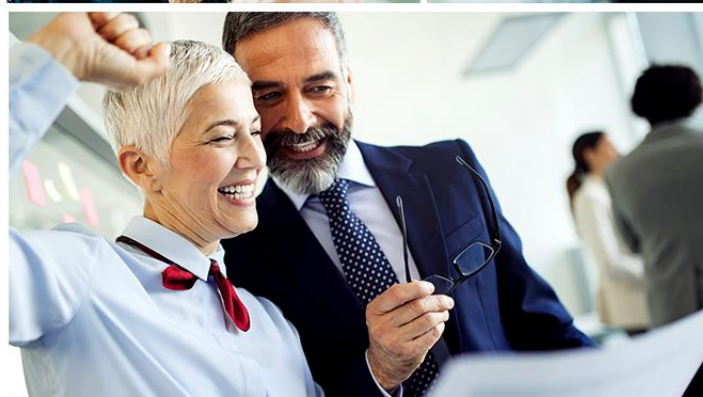
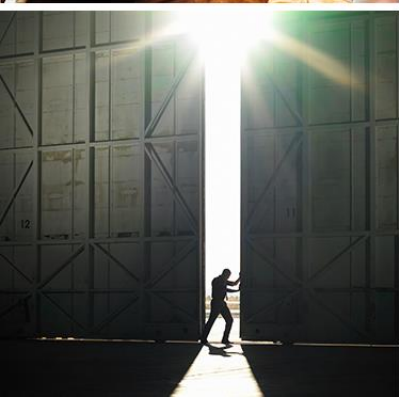
Hello G&W!

Discovery and Capabilities



Mission

We impact the marketplace for companies that impact the world.



2nd

largest independent
U.S. B2B agency

110⁺

integrated
marketers



located down the
road in Burr Ridge



B2B Marketing

Agency of the
Year 2022

BEST **AND**
BRIGHTEST
TO WORK FOR
IN THE NATION
WINNER 2024

Diverse industries and expertise

Industrial and
Manufacturing



SIEMENS



Energy



High Tech
and SaaS



Packaging and
Consumer Goods



Financial
Services



JPMORGAN CHASE & CO.



INVESTMENTS



Trade
Associations



The Association of
Accountants and
Financial Professionals
in Business

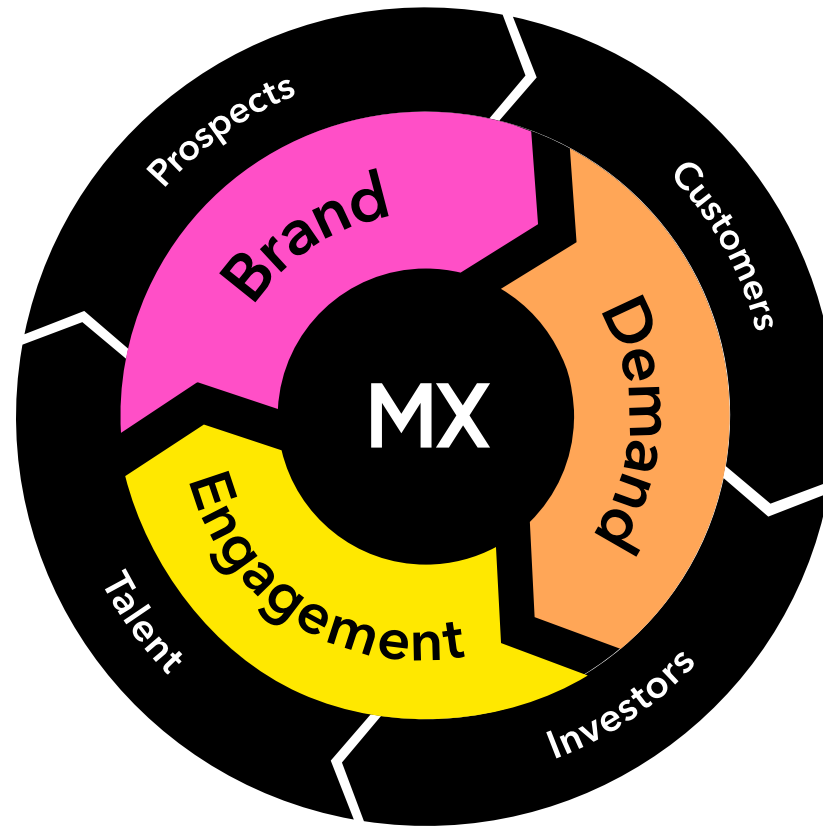


Additional



"They know our business as well as we do."

**We Create
Meaningful
Market
Experiences**



Agency Capabilities



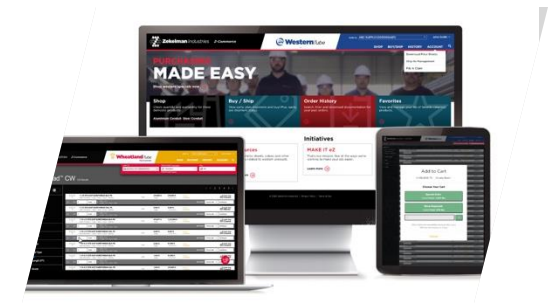
Strategy and Insights



Creative and Production



Content Marketing



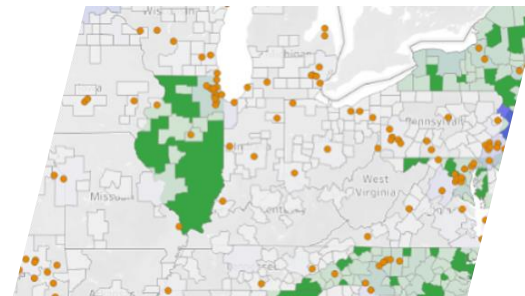
Digital Experience



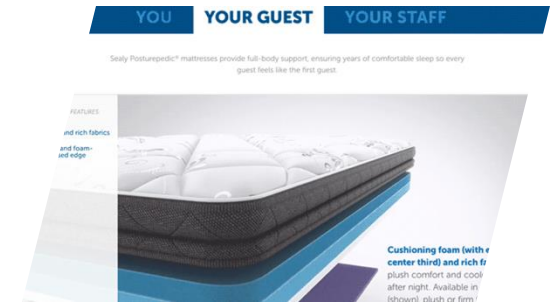
Digital Marketing and Media



Demand Gen and ABM



Martech and Data



Sales and Channel Enablement

Brand Strategy

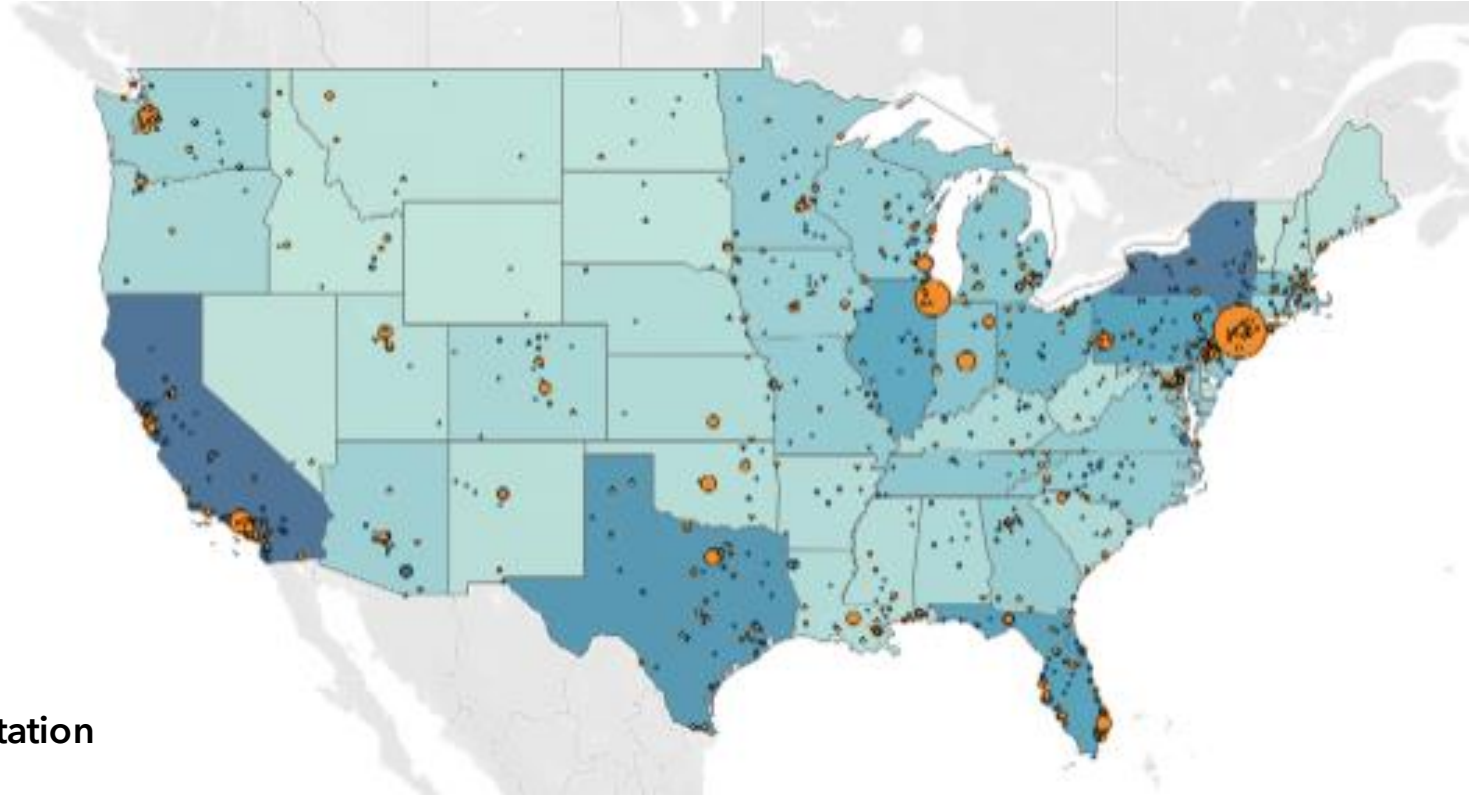
Defining buyers and markets,
developing insights, and
creating differentiating
strategies.

A child wearing a blue knit hat and a red jacket is holding a white cup to their face. The image is overlaid with large, semi-transparent green shapes. The text 'A Future Made Possible' is prominently displayed in the lower-left area, with 'A Future' in yellow and 'Made Possible' in white.

A Future Made Possible

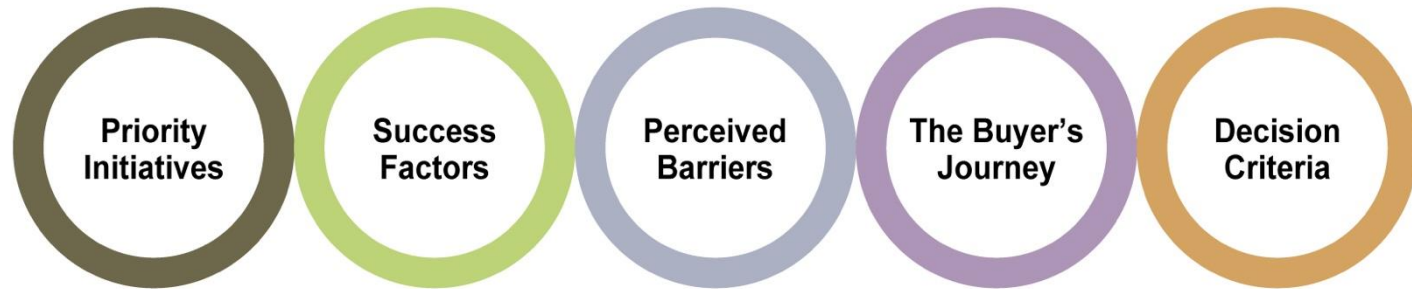
Strategy and Insights

Leveraging proven methodologies to create custom program plans.



Market Segmentation

Persona Creation



Creative and Production

Making emotional and personalized connections through creative that is bold and differentiated.

ELECTRICAL CONTRACTOR

WHAT IMPORTED CONDUIT LOOKS LIKE TO ELECTRIC WIRE.

High seams. Sharp seams. Open weld seams. Too often these are what you get with imported products. They snag, create push/pull issues, force reworking, or need to be tossed. Waste is expensive. So is frustration to clients and crew.

DEMAND BETTER. DEMAND DOMESTIC.

Mailing label = 3.75" x 1.5"

Zekelman

Zekelman Industries
16,354 followers
24m · 🇺🇸

Domestic manufacturing drives the engine of America's prosperity. 🇺🇸

When you buy conduit and electrical products made in the U.S., you ...more

BARRY ZEKELMAN
EXECUTIVE CHAIRMAN AND CEO
ZEKELMAN

through charitable donations.

0:12 1x

FULL PRODUCT RANGE.

AVAILABILITY YOU CAN'T IMPORT.

Wheatland Tube

YOUR LOGO HERE

Wheatland Tube

LEARN MORE

DEMAND BETTER. DEMAND DOMESTIC.

Learn about Zekelman's recent legal action to combat imports.

What demanding domestic means to contractors and community.

Barry Zekelman, Executive Chairman and CEO, speaks on the challenges of demanding domestic quality products and the impact of imports on the domestic economy.

THE INTEGRATED SELF-DEVELOPMENT CONSTRUCTION SOLUTION

FOR NEXT-LEVEL REAL ESTATE DEVELOPMENT

50% FASTER CONSTRUCTION

90% REDUCED COSTS

GO TO GROUND FEBRUARY 2022. WANT YOU TO BE THERE?

Scan to secure your spot at this exclusive event: [Concrete, Steel & Iron | February 7-8, 2022](#)

DEMAND BETTER. DEMAND DOMESTIC.

Zekelman

Wheatland Tube

HOW MUCH RUST DID YOU ORDER?

When products are imported from overseas, quality control is always questionable. Coatings aren't always up to code, and ocean air is never good for steel.

BUY WHAT YOU BELIEVE IN. BUY DOMESTIC STEEL.

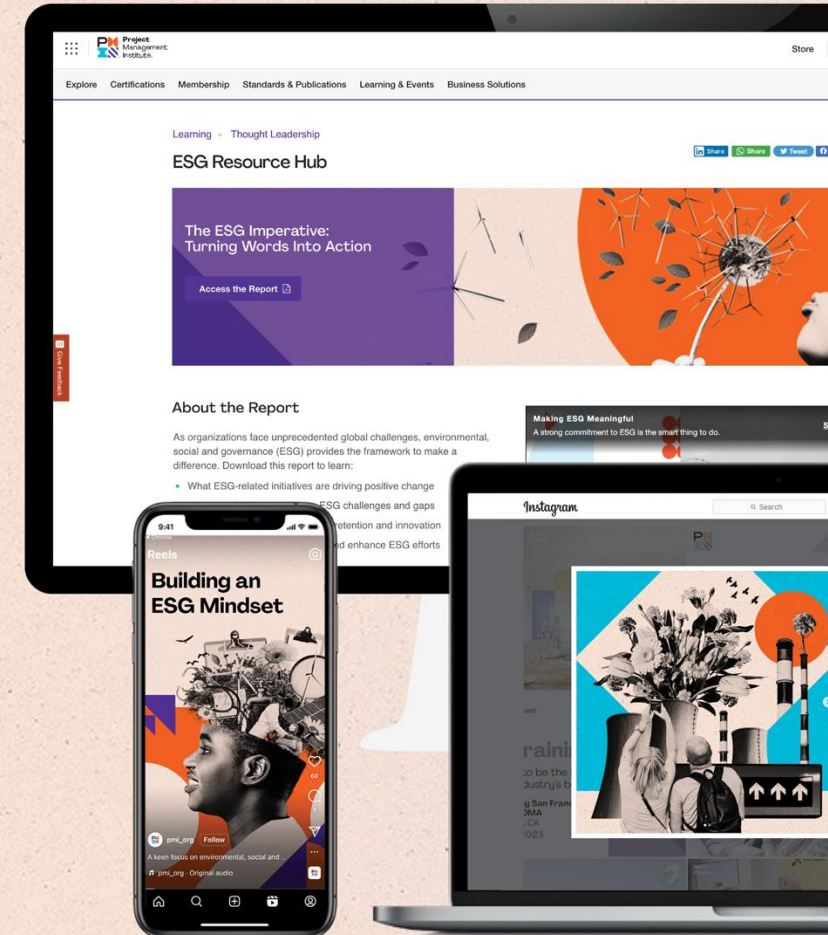
Zekelman

Content Marketing

Combining audience needs and business goals with journalistic rigor to create omnichannel experiences across the buyer journey.

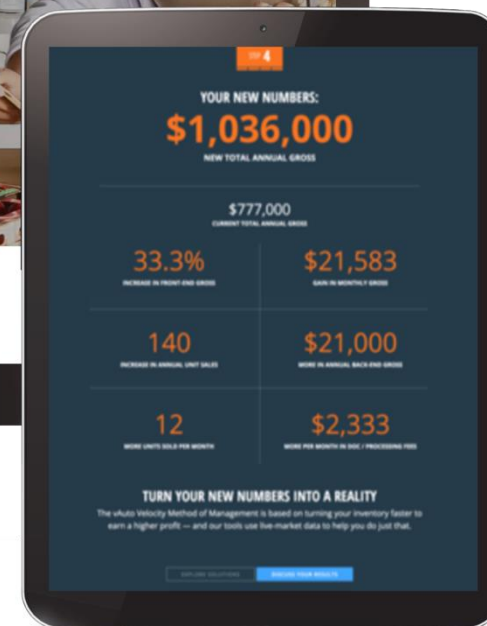
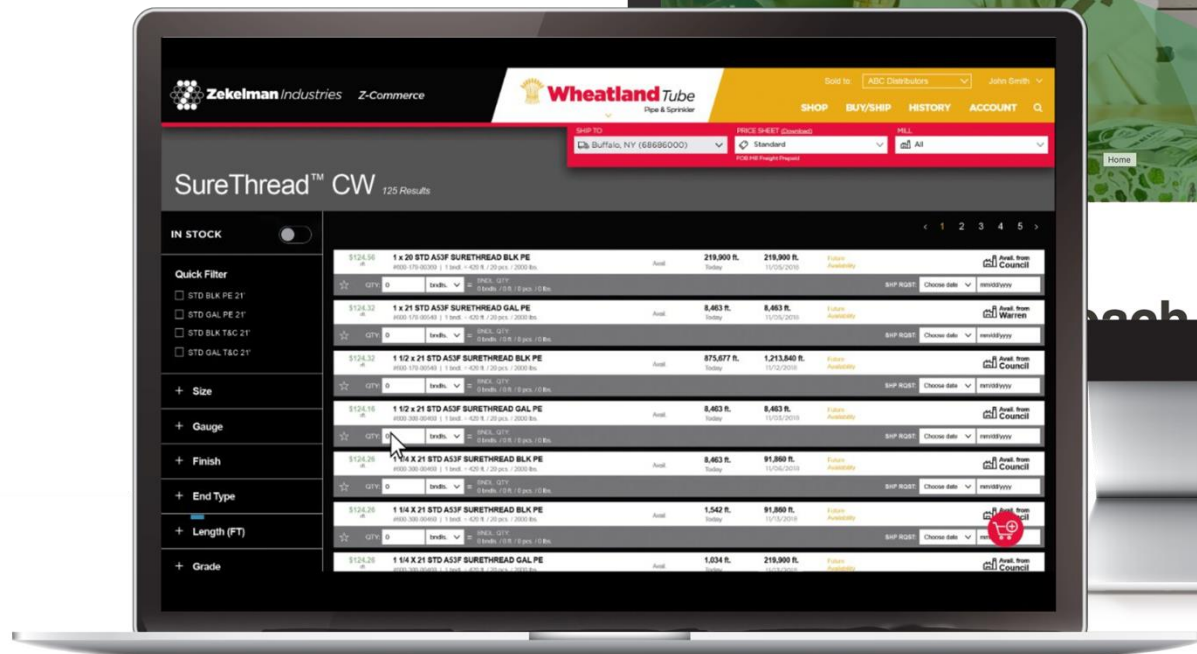
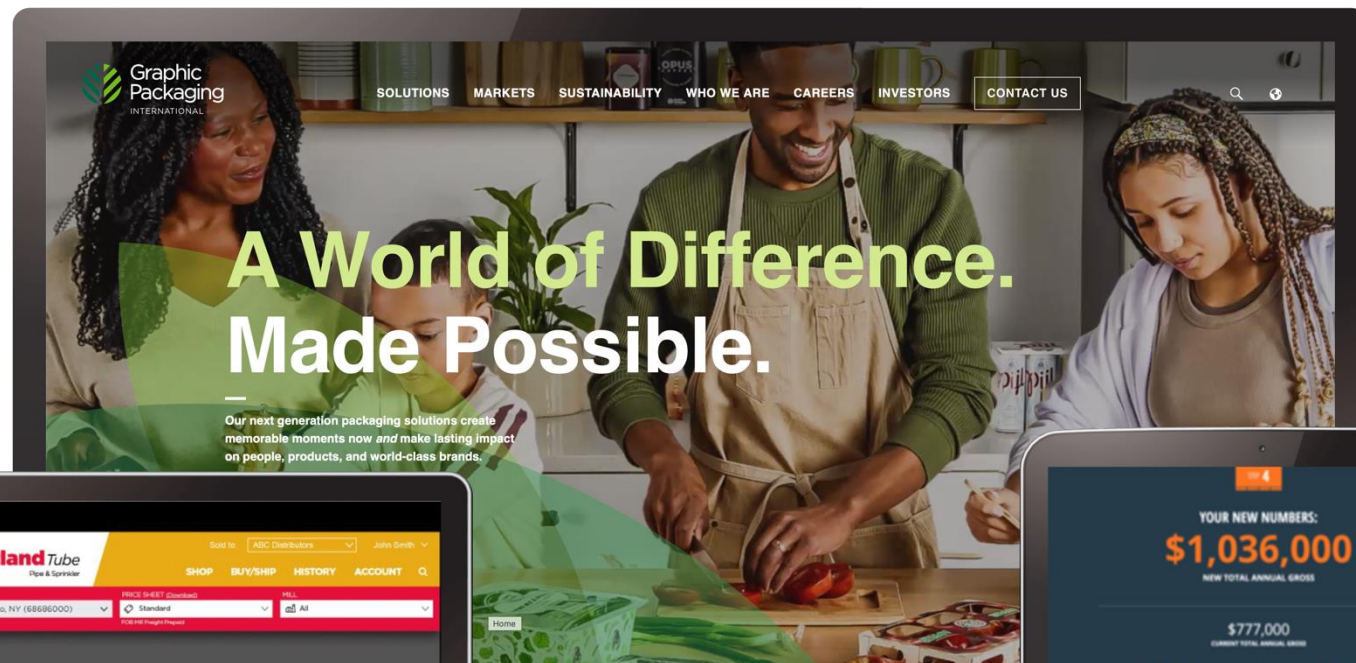
The ESG Imperative

Turning Words Into Action



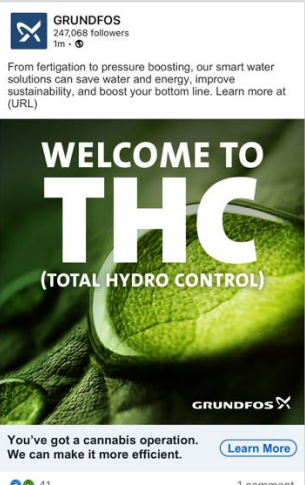
Digital Experience

Creating memorable digital interactions by integrating intuitive design, engaging content and advanced technology.



Digital Marketing and Media

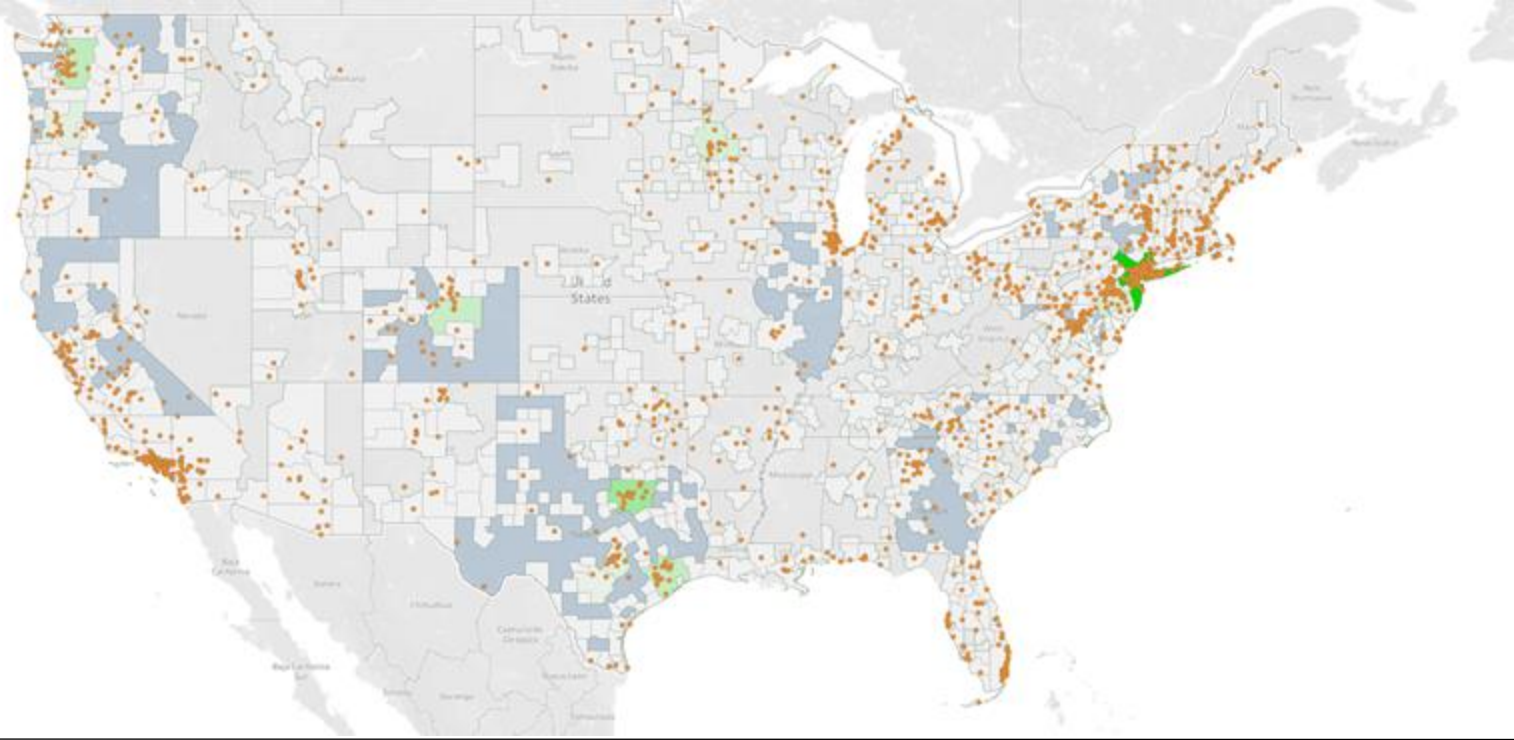
Finding and connecting with buyers through holistic, tactic-agnostic paid media and SEO strategies.



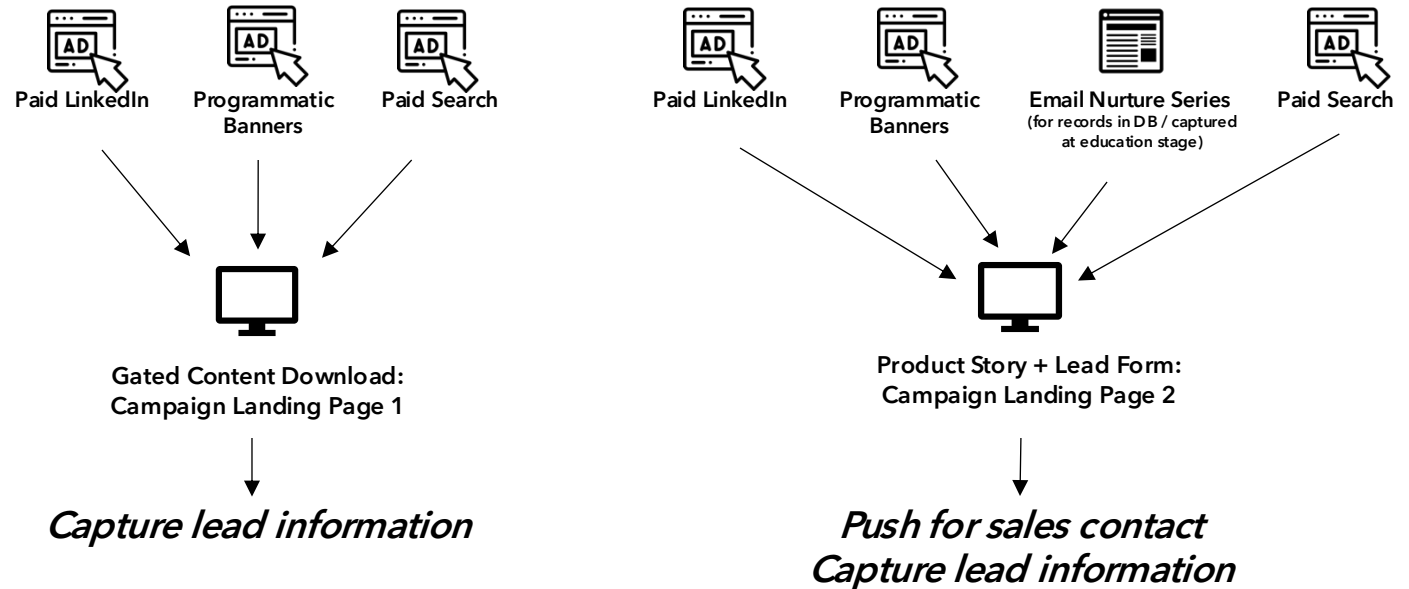
Demand Gen and ABM

Finding new customers,
helping them make informed
decisions and staying top of
mind throughout the buyers'
journey.

Targeting



Journey Design

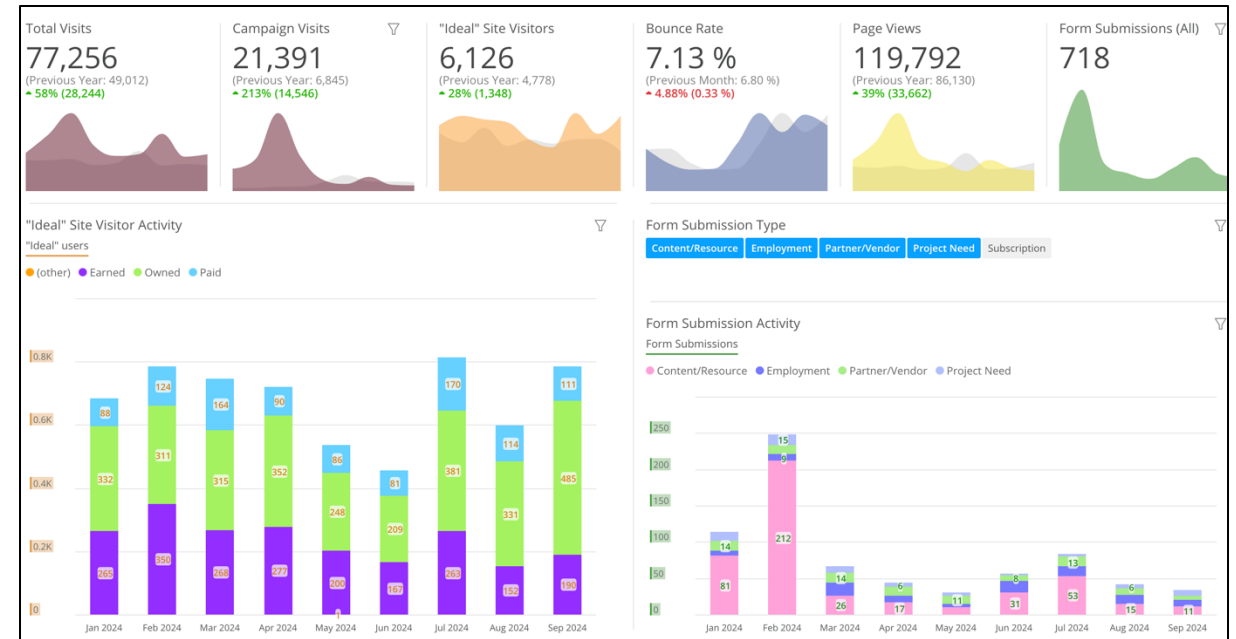


Martech and Data

Using technology to automate marketing activity and data to optimize sales and marketing efforts.



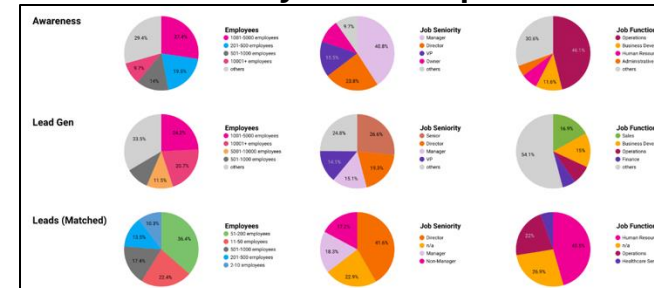
Live Dashboards



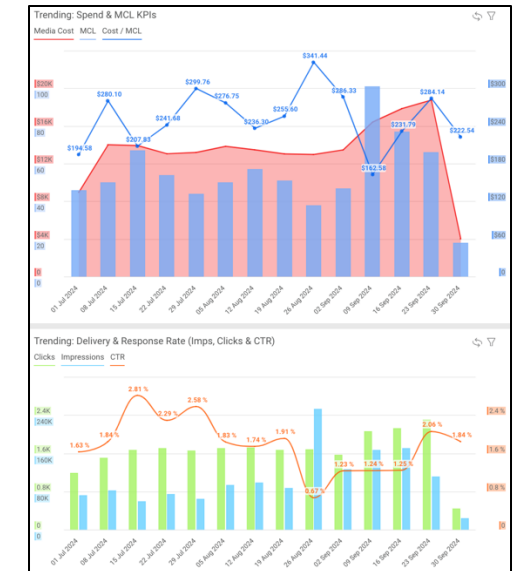
Message / Creative Asset Testing

Creative Message	Impressions	Clicks	eCTR %	eCPM	eCPC
1. Stronger individuals. Stronger teams.	209,749	915	0.44%	\$8.46	\$1.94
2. Reduce burnout and turnover.	701,262	2,894	0.41%	\$8.46	\$2.05
3. Improve your team's holistic health.	80,533	332	0.41%	\$8.44	\$2.05
4. Raise each other up.	736,131	2,977	0.40%	\$8.46	\$2.09
5. Improve readiness and resilience.	89,085	355	0.40%	\$8.62	\$2.16
6. Support the people who support you.	141,255	541	0.38%	\$9.29	\$2.43
7. Help solve corporate burnout.	110,501	386	0.35%	\$9.51	\$2.72
8. Because turnover is expensive.	64,900	223	0.34%	\$9.50	\$2.76
9. Don't let each other down.	213,175	722	0.34%	\$9.61	\$2.84
10. Is your team as strong as it can be?	281,032	946	0.34%	\$9.56	\$2.84
11. If you don't support them, they can't support you.	206,243	690	0.33%	\$9.57	\$2.86
12. Burnout means turnover.	133,849	422	0.32%	\$9.60	\$3.04

Audience Analysis and Optimization



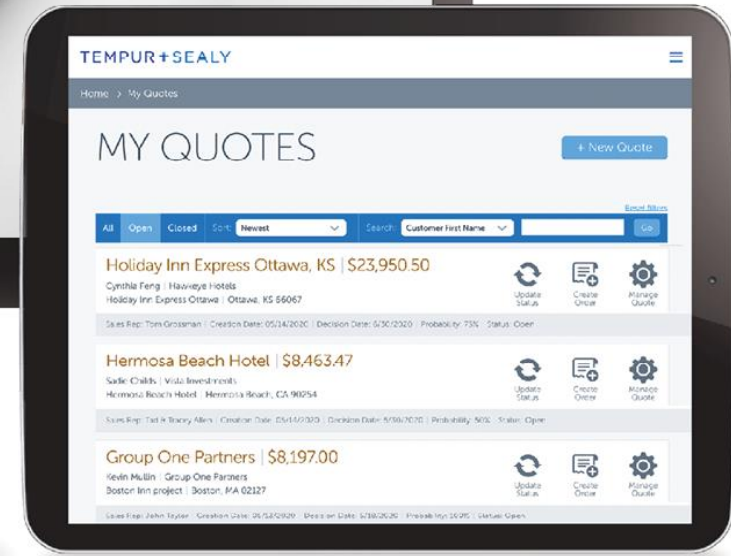
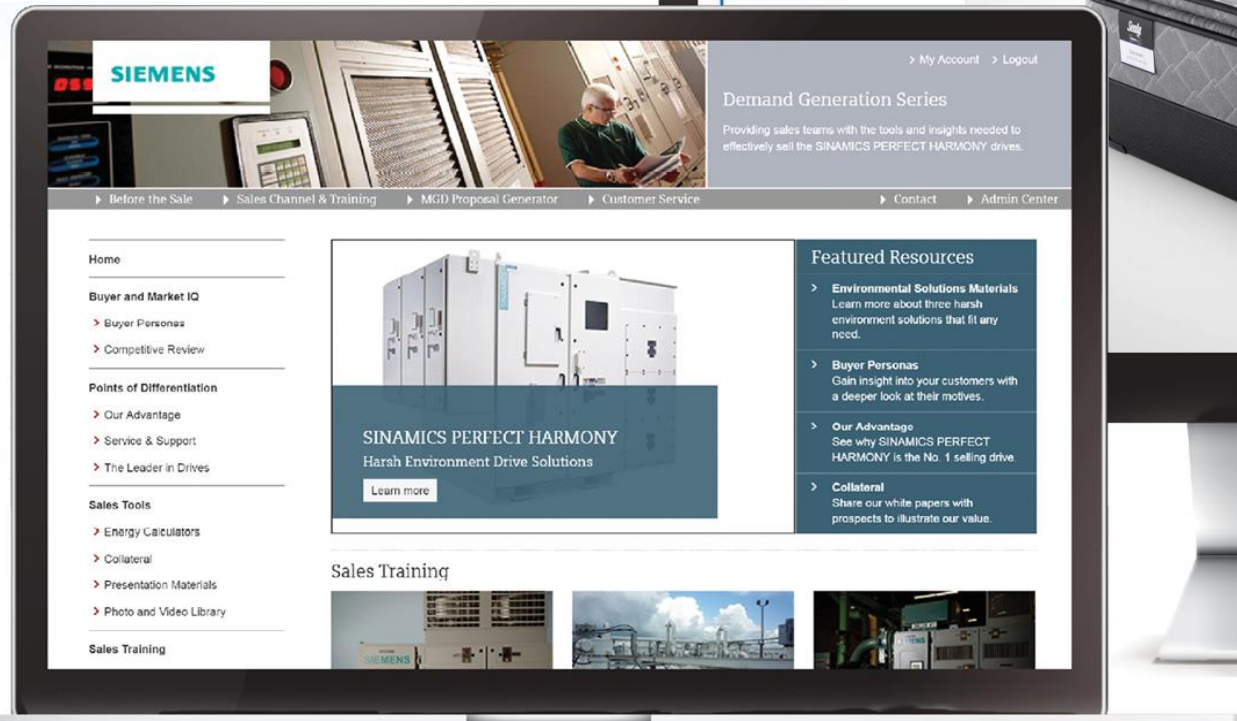
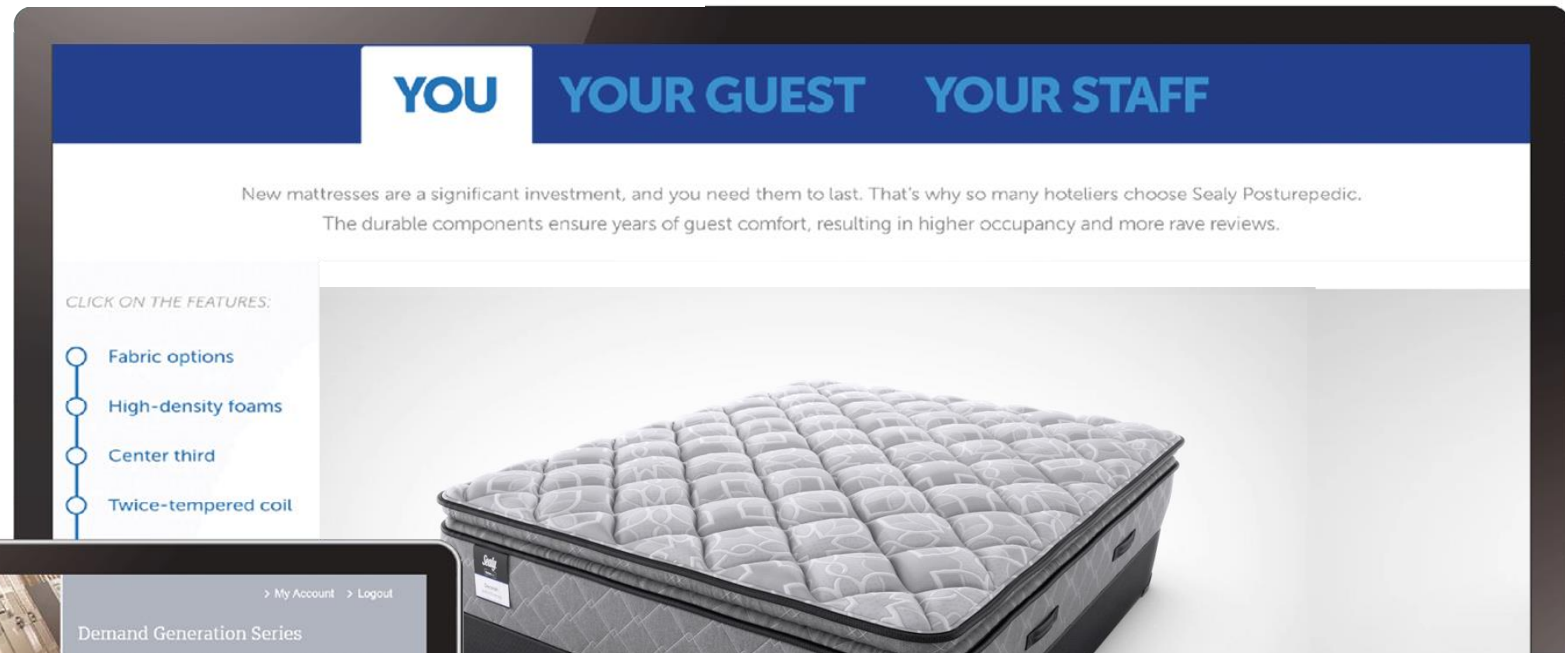
Campaign Performance



Sales and Channel Enablement

Creating content and tools that enable sales to deliver on the promise of the brand.

MX



Global Agility™

Telling complex stories
with powerful simplicity.



Partnership



+



FUJIFILM

okta



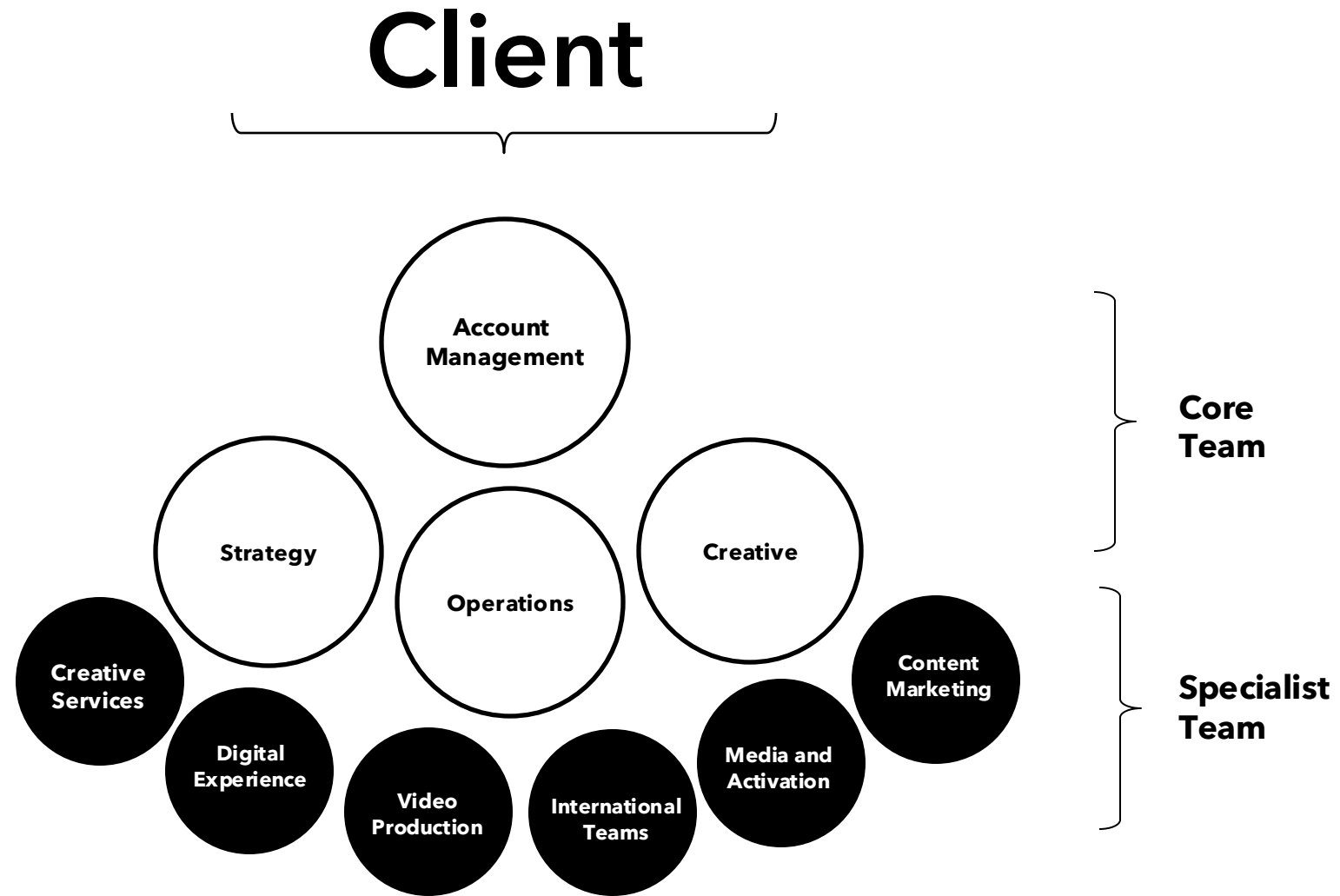
WHOOOP
UNITE

Team Structure

Centrally managed by core team for consistency

Bring in specialist resources that fit assigned projects

Budgets and timelines managed centrally for efficiencies and simplicity





B2B Like It Oughta Be.