

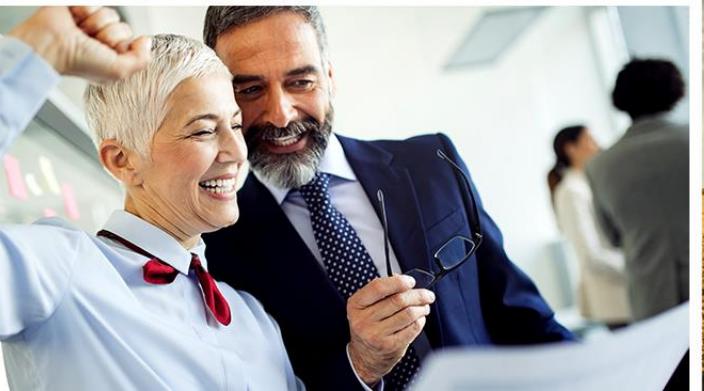
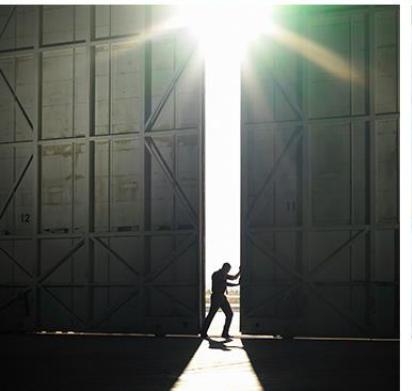
# Hello G&W!

*Discovery and Capabilities*



## *Mission*

We impact the marketplace for companies that impact the world.



2<sup>nd</sup>

largest independent  
U.S. B2B agency

110<sup>+</sup>

integrated  
marketers



located down the  
road in Burr Ridge



B2B Marketing

Agency of the  
Year 2022

BE<sup>ST</sup> AND  
BRIGHTEST<sup>®</sup>  
TO WORK FOR  
IN THE NATION  
WINNER 2024

## Diverse industries and expertise

Industrial and Manufacturing



Energy



High Tech and SaaS



Packaging and Consumer Goods



Financial Services



Trade Associations



The Association of  
Accountants and  
Financial Professionals  
in Business

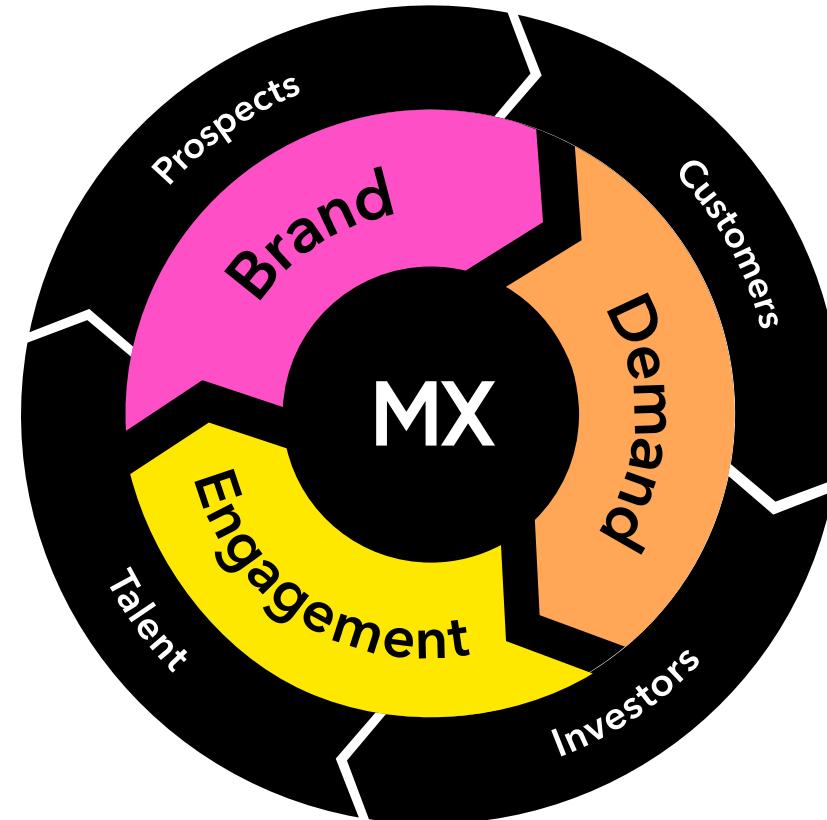


Additional



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

# We Create Meaningful Market Experiences



# Agency Capabilities



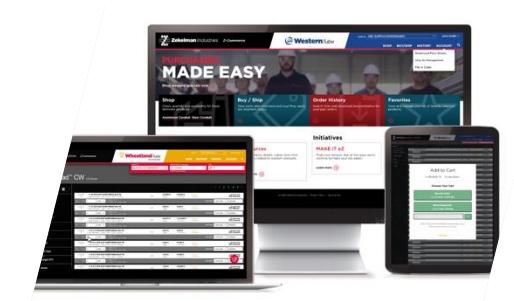
Strategy  
and Insights



Creative  
and Production



Content  
Marketing



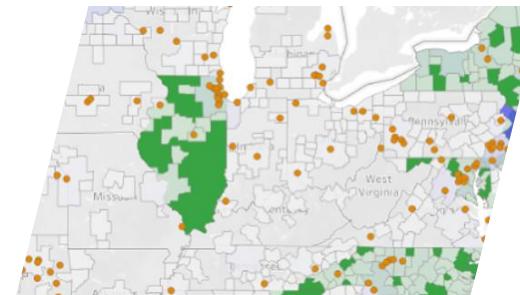
Digital  
Experience



Digital Marketing  
and Media



Demand Gen  
and ABM



Martech  
and Data



Sales and Channel  
Enablement

## Brand Strategy

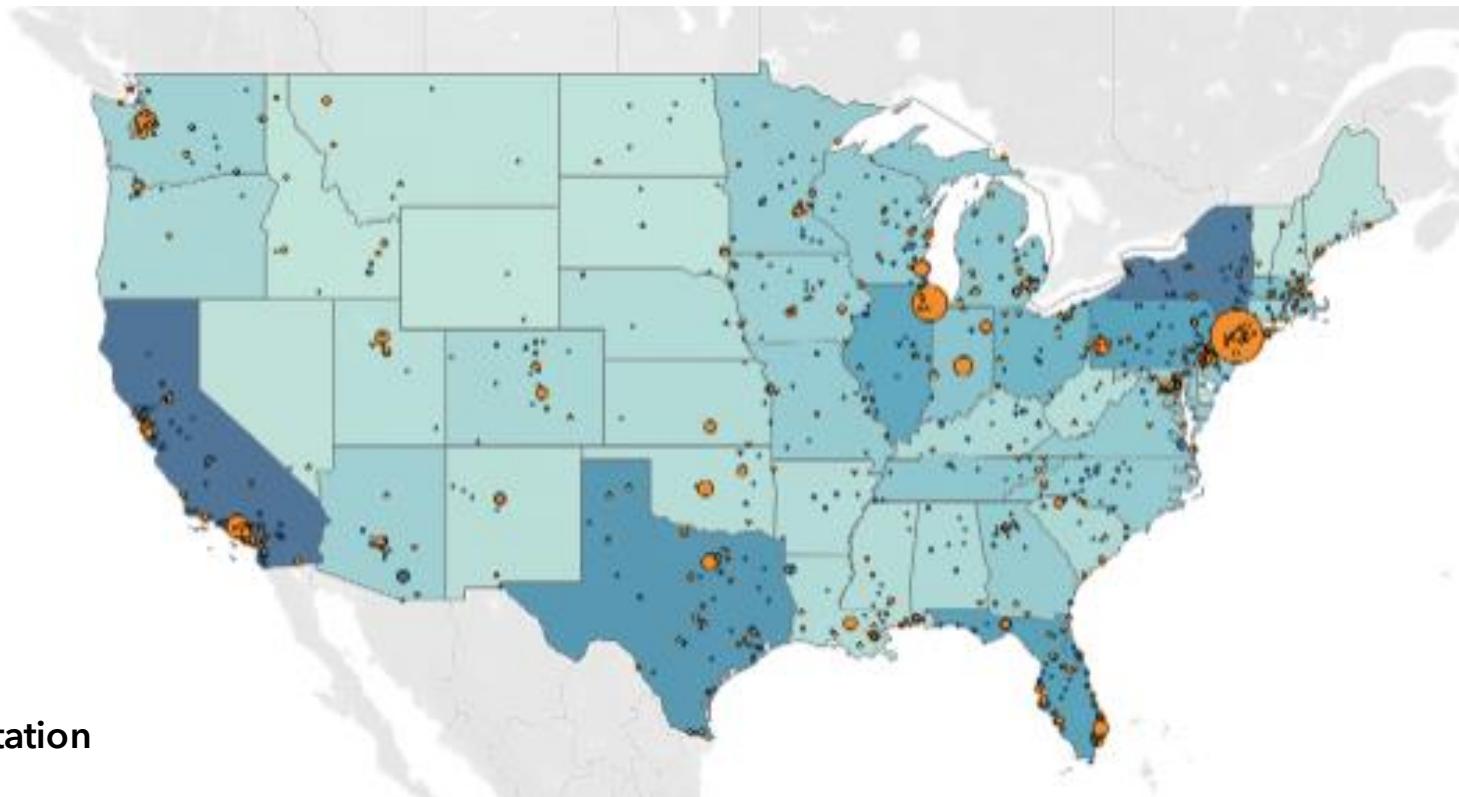
Defining buyers and markets,  
developing insights, and  
creating differentiating  
strategies.



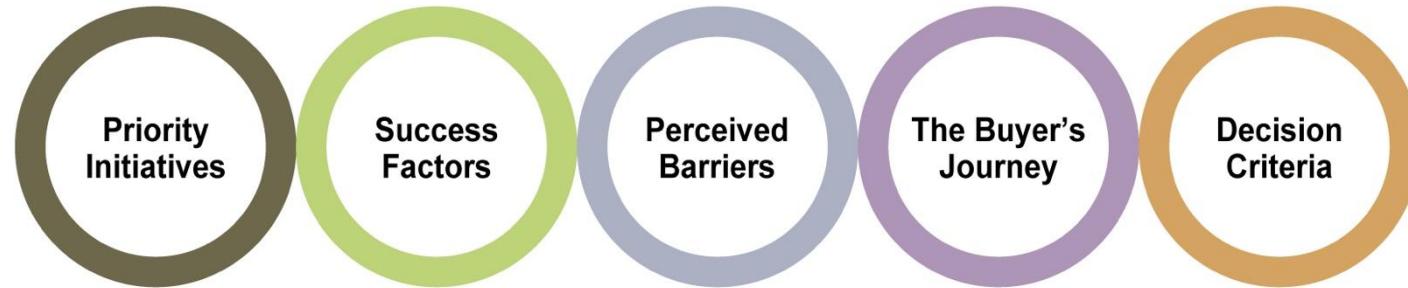
# A Future Made Possible

# Strategy and Insights

Leveraging proven methodologies to create custom program plans.

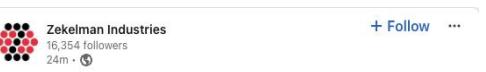


## Persona Creation

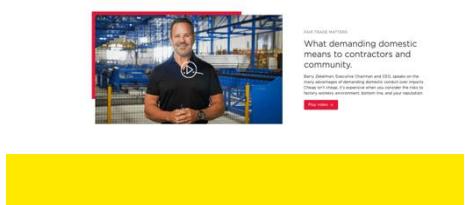


# Creative and Production

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



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



# Content Marketing

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

# The ESG Imperative

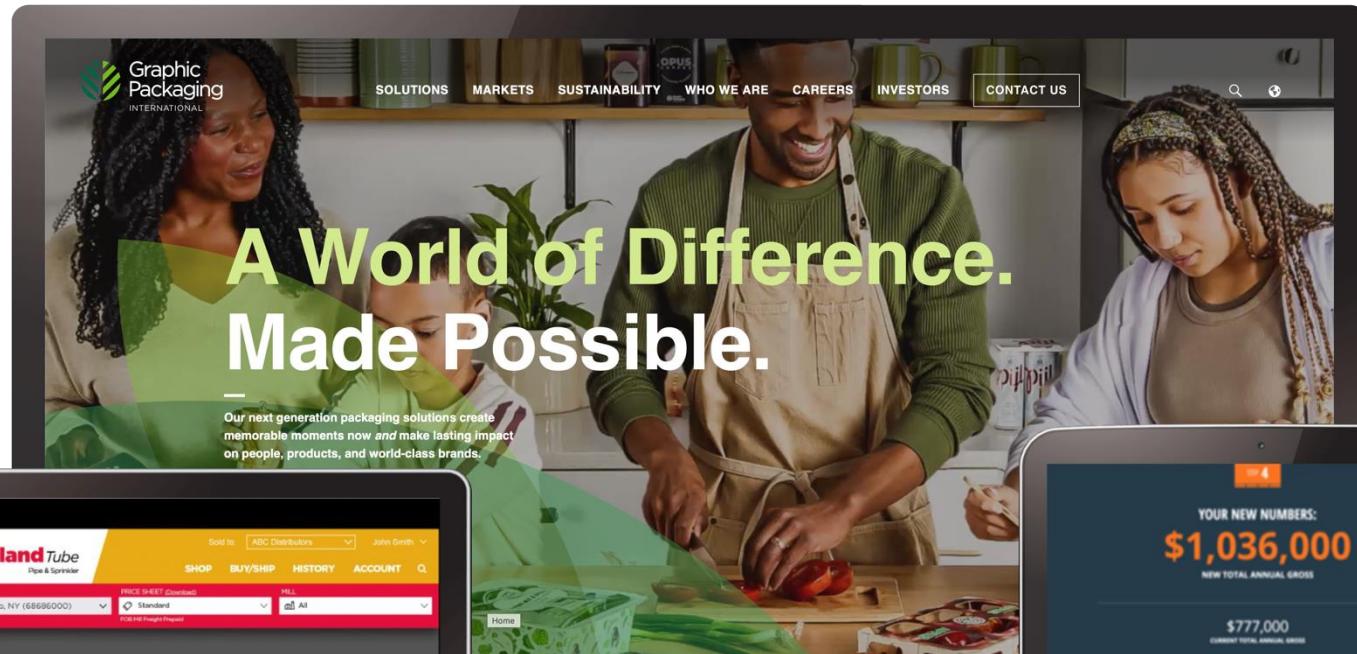
Turning Words Into Action



The Project Management Institute (PMI) website features a prominent purple call-to-action button for "Access the Report". The report itself discusses the "ESG Imperative: Turning Words Into Action". A section titled "About the Report" provides an overview of the challenges and opportunities in ESG. A smartphone displays a Reels video titled "Building an ESG Mindset". An Instagram feed shows various posts related to ESG, including a photo of a person in a green shirt and a photo of a person working at a desk.

# Digital Experience

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



**SureThread™ CW** 125 Results

**IN STOCK**

**Quick Filter**

- STD BLK PE 21"
- STD GAL PE 21"
- STD BLK T&C 21"
- STD GAL T&C 21"

**+ Size**

**+ Gauge**

**+ Finish**

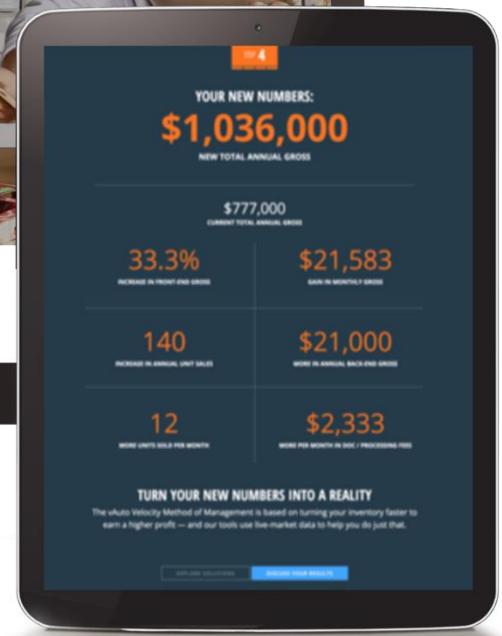
**+ End Type**

**+ Length (FT)**

**+ Grade**

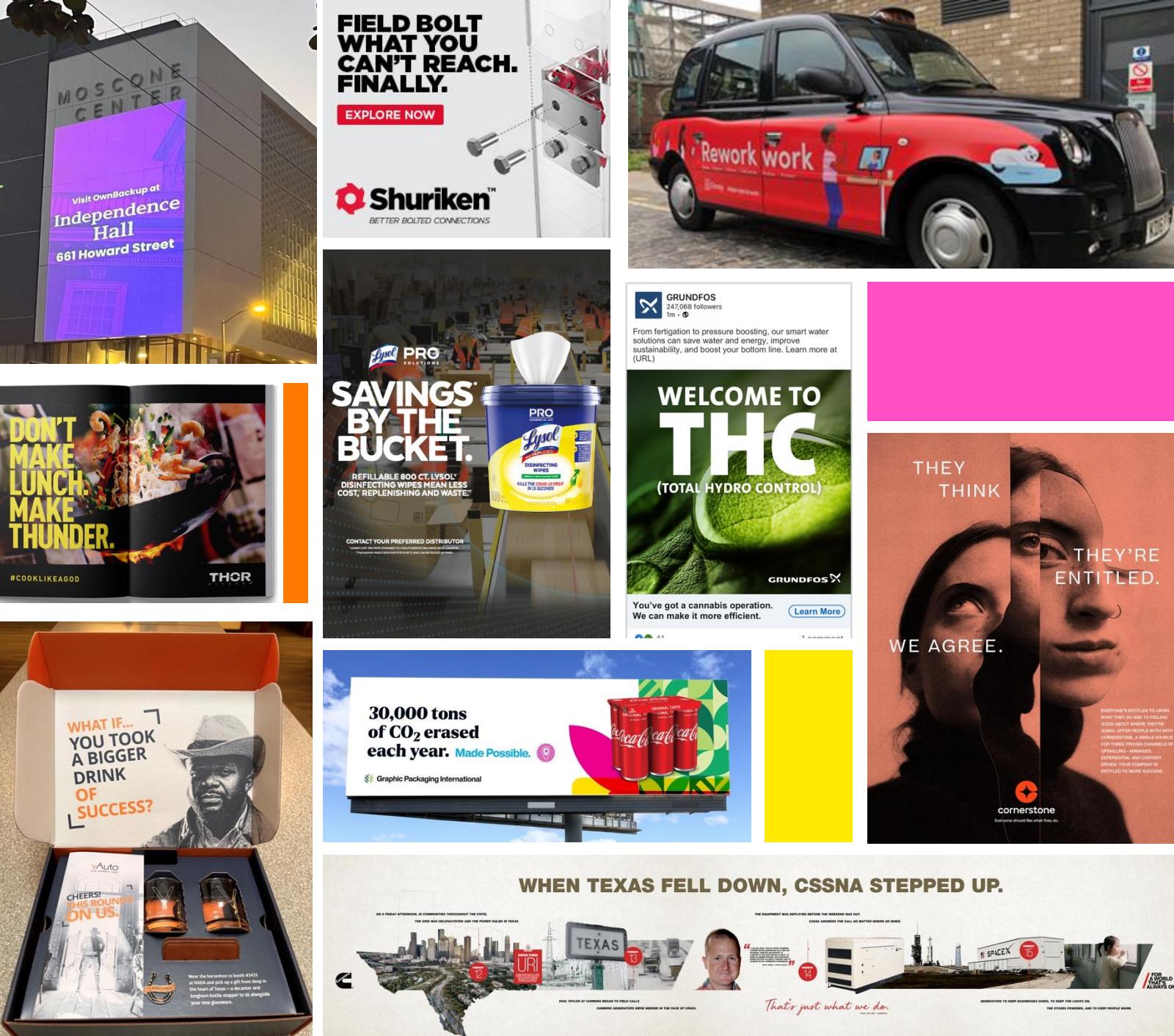
Product ID	Description	Unit	Price	Stock Status	Supplier
8124.00	1 x 20 STD A53F SURETHREAD BLK PE	ft	\$219.000 R.	Aval. Today	Avail. from Council
8124.32	1 x 21 STD A53F SURETHREAD GAL PE	ft	\$8,463 R.	Aval. Today	Avail. from Warren
8124.32	1 1/2 x 21 STD A53F SURETHREAD BLK PE	ft	\$75,677 R.	Aval. Today	Avail. from Council
8124.18	1 1/2 x 21 STD A53F SURETHREAD GAL PE	ft	\$8,463 R.	Aval. Today	Avail. from Council
8124.20	1 1/4 x 21 STD A53F SURETHREAD BLK PE	ft	\$8,463 R.	Aval. Today	Avail. from Council
8124.20	1 1/4 x 21 STD A53F SURETHREAD GAL PE	ft	\$81,860 R.	Aval. Today	Avail. from Council
8124.20	1 1/4 x 21 STD A53F SURETHREAD BLK PE	ft	\$1,542 R.	Aval. Today	Avail. from Council
8124.20	1 1/4 x 21 STD A53F SURETHREAD GAL PE	ft	\$1,634 R.	Aval. Today	Avail. from Council

Reach to Packaging



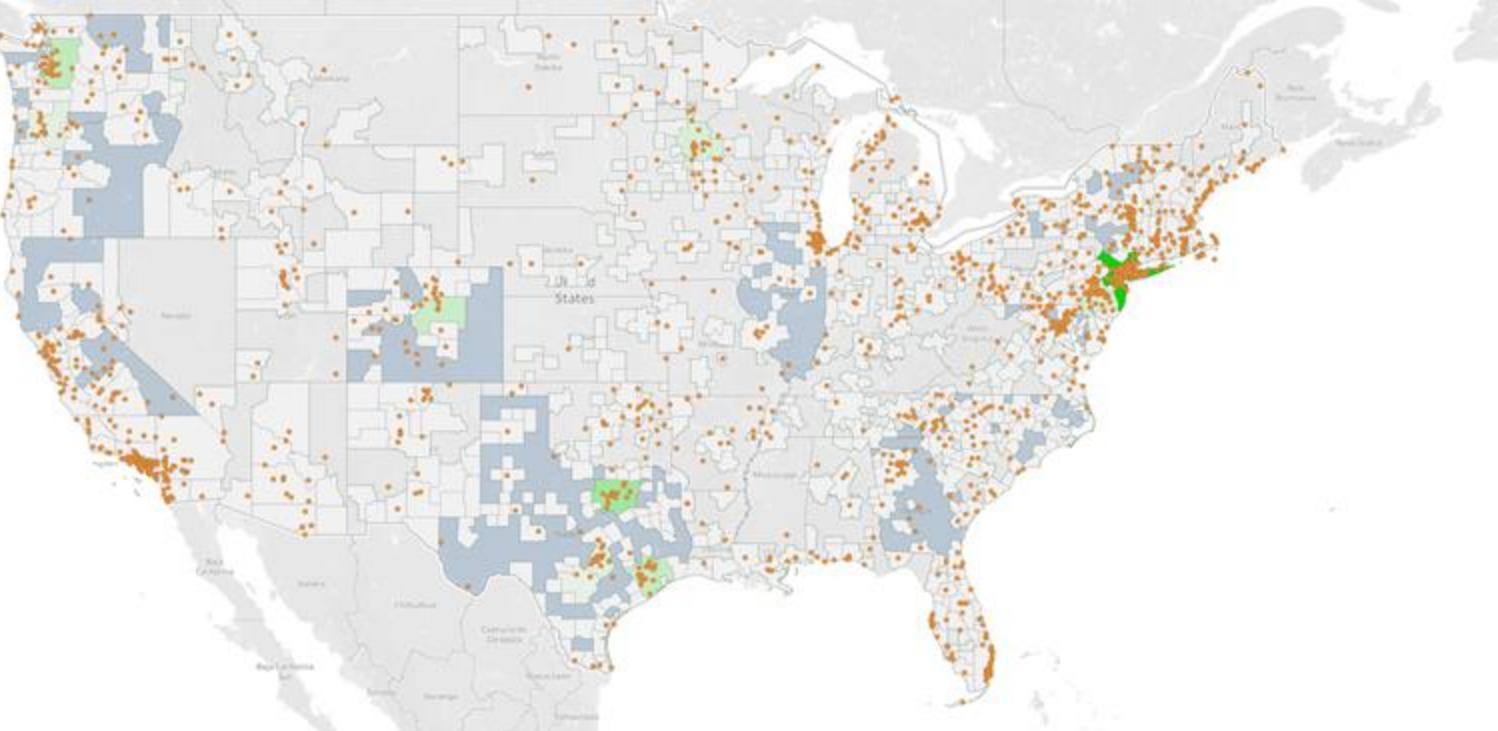
# Digital Marketing and Media

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



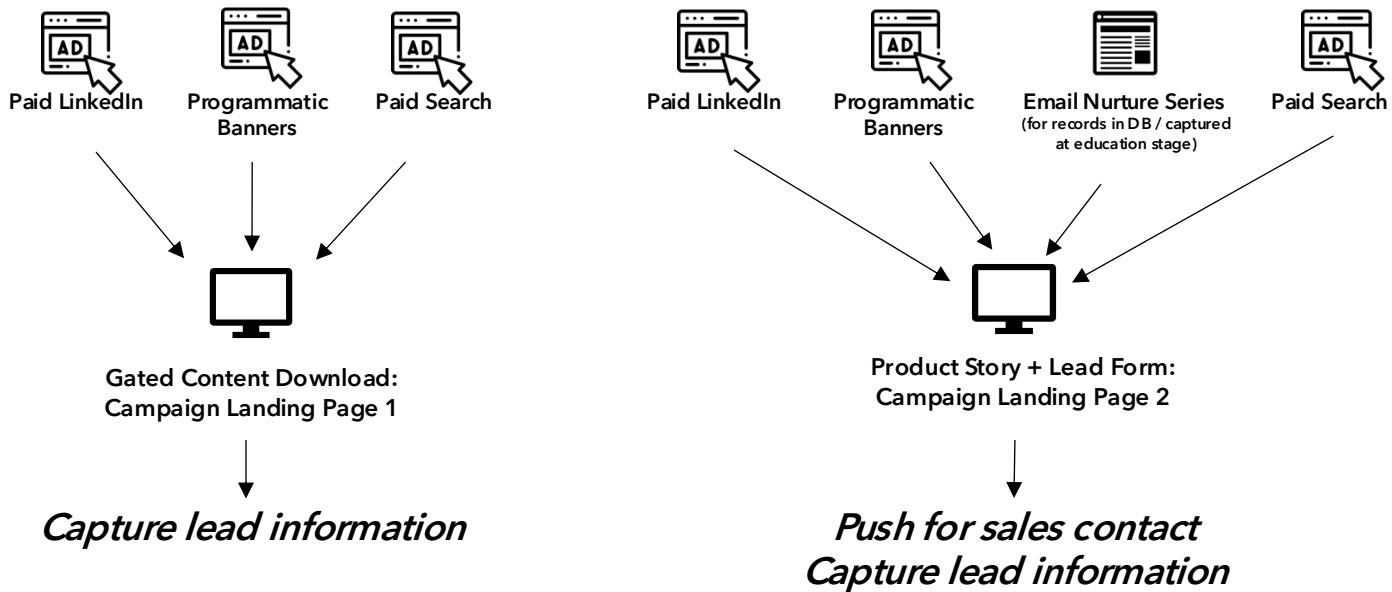
# Demand Gen and ABM

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



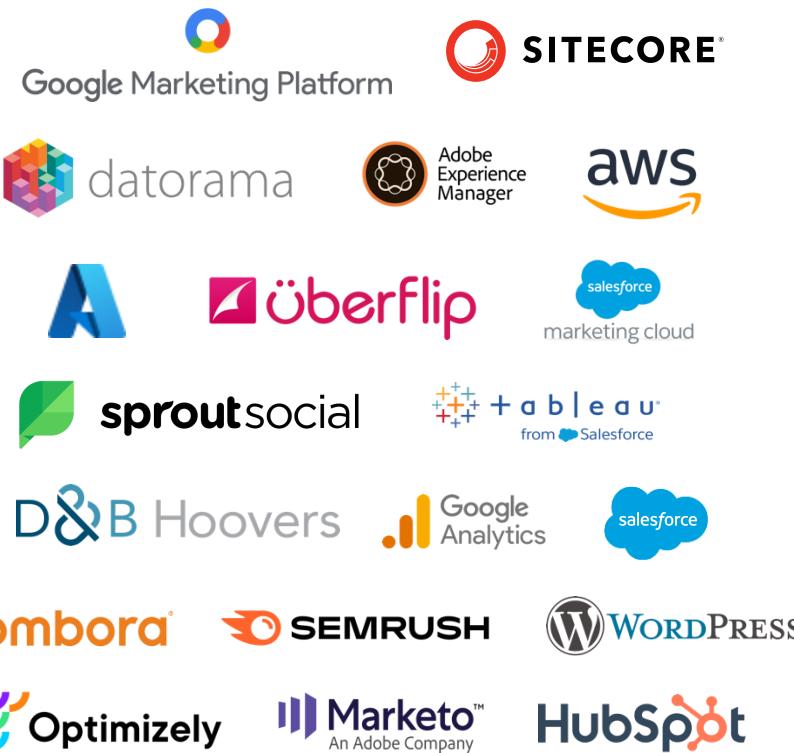
## Targeting

## Journey Design

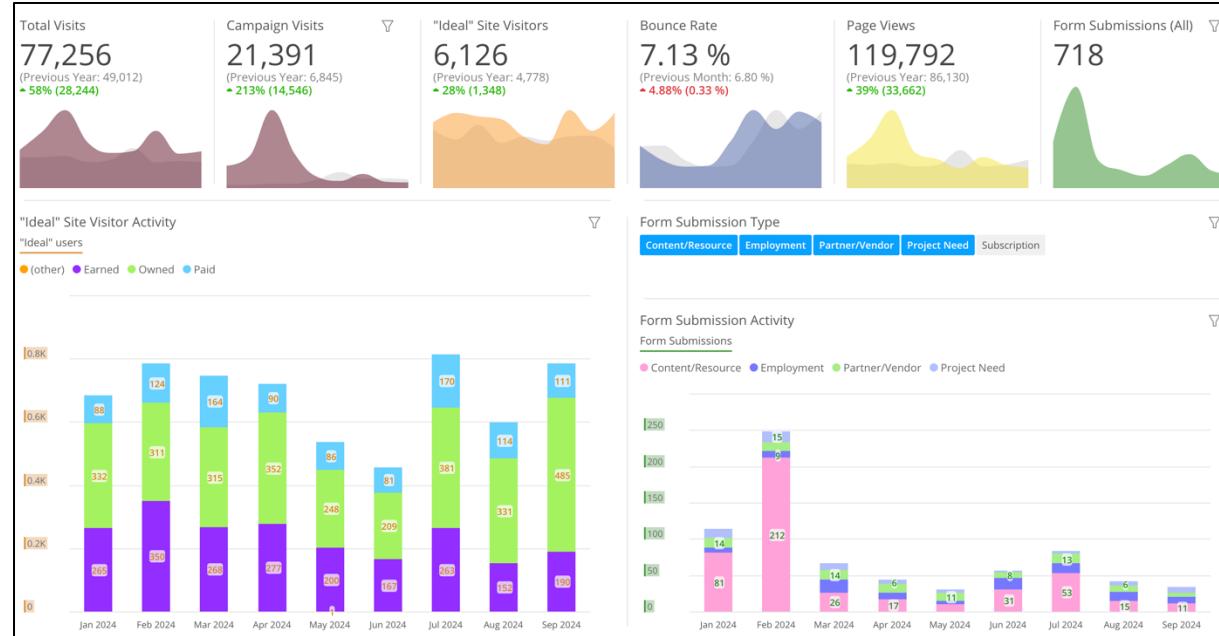


# Martech and Data

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



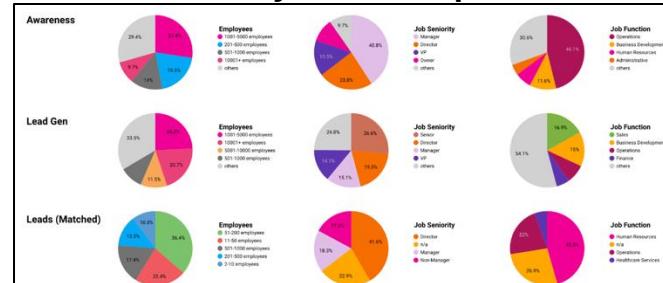
## Live Dashboards



## 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

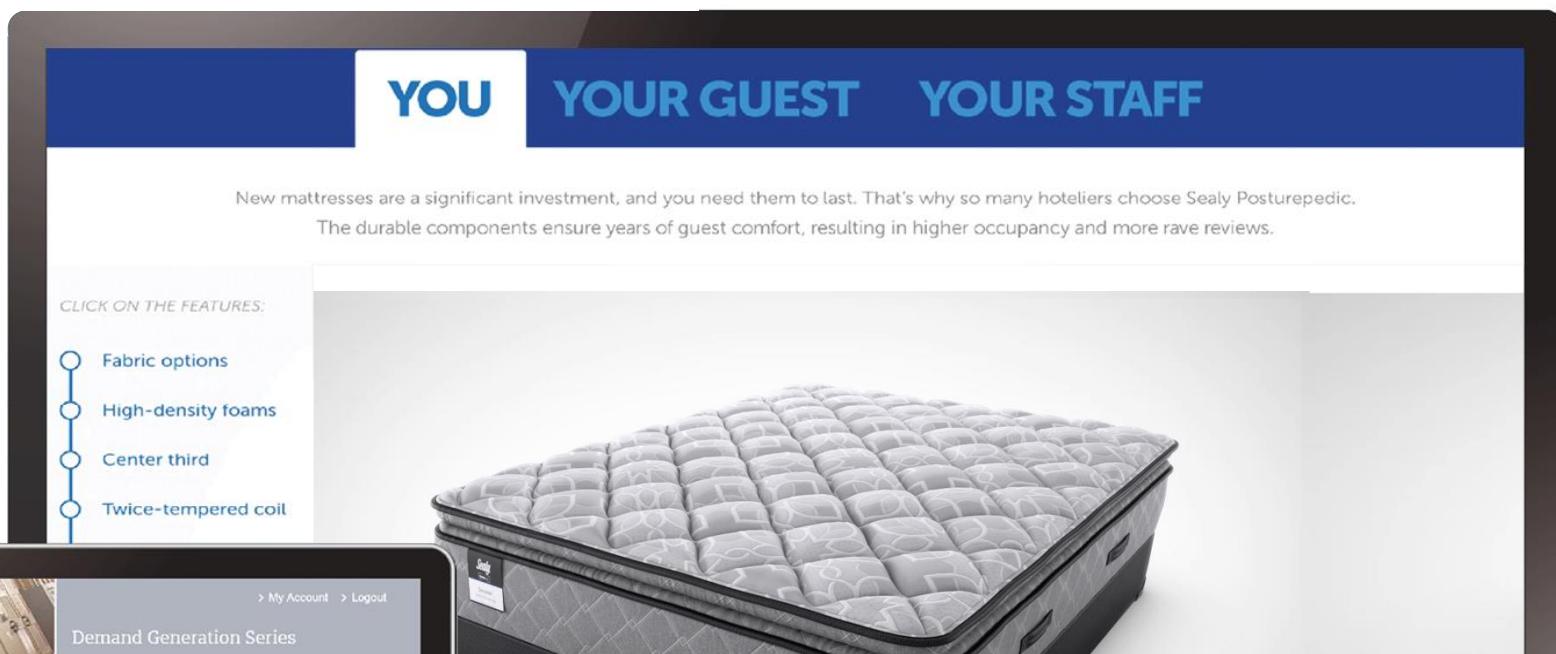


## Campaign Performance



# Sales and Channel Enablement

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



# Global Agility™

Telling complex stories  
with powerful simplicity.

# Partnership



+

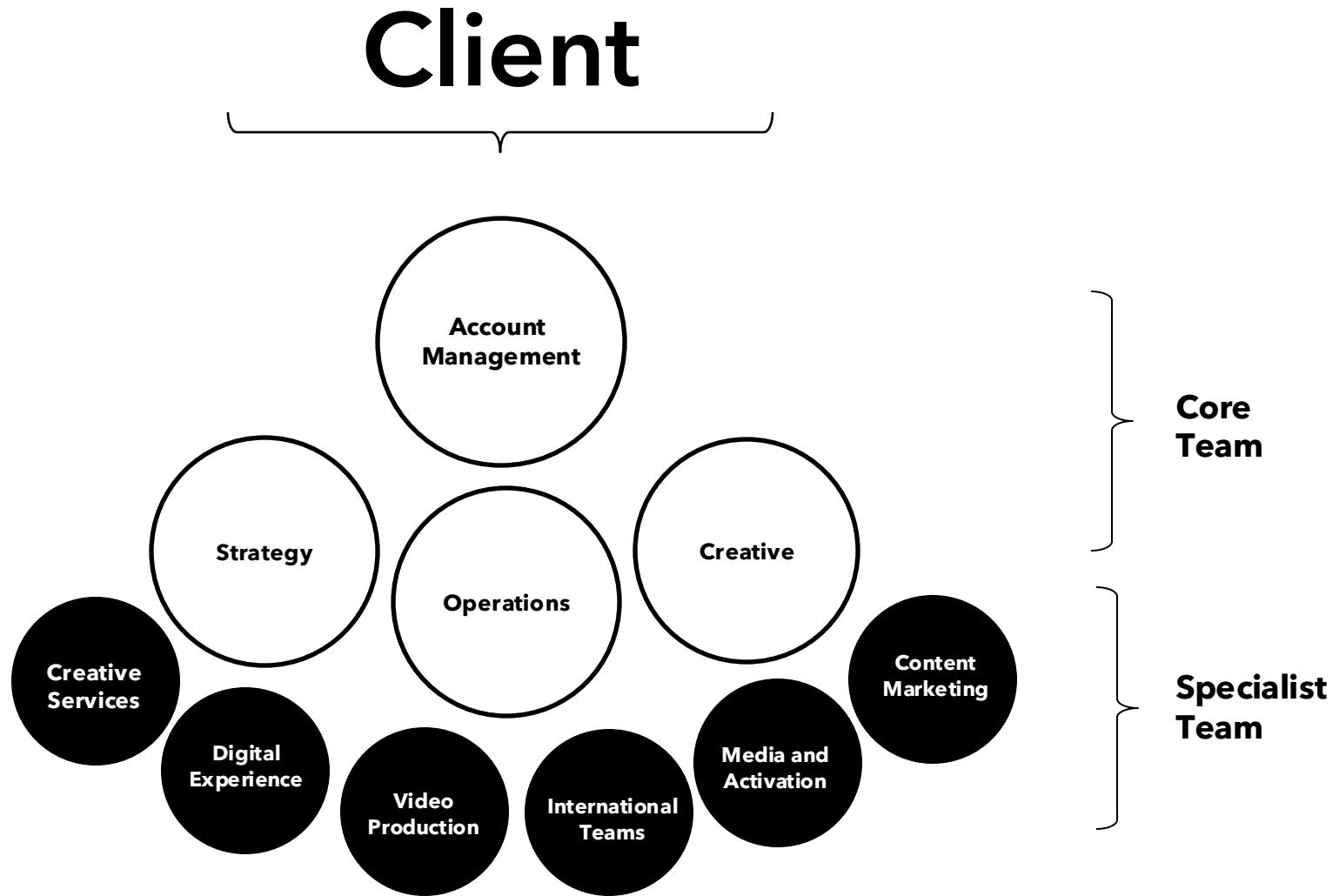


# Team Structure

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.