

**LET'S
THROW
SOME**

PUNCHES.



**WE'RE
GS&F.**

“

**WE'RE AN
AUDIENCE-FIRST AGENCY
THAT'S OUT TO HELP
CHALLENGER BRANDS
DEFY EXPECTATIONS AND
FIGHT WELL ABOVE THEIR
WEIGHT CLASS.**

”

**WE ARE
COMMITTED TO
DRIVING VALUE
FOR YOUR
BRAND.**

45+ years in business.

90+ employees.

Award-winning.

Full-service, fully integrated.

Fiercely independent.

Nashville-based.

Nationally renowned.



EACH OF US IS AN OWNER.



There is no "E" in owner because there are no employees at GS&F.

Thanks to our ESOP structure, every employee is an owner and shareholder in GS&F.

This drives an ownership mentality at all times, across all levels.

Our clients' success is our success. We help you win because we own it.

HOW DO WE DO IT?

REVELATION INSTIGATION™

Revelation/Instigation is our proprietary process to develop and deploy audience-first ideas. We relentlessly search for new and unspoken truths about your audience and use our insight into their journey to hack the traditional marketing funnel with unexpected ideas.

Revelation/Instigation allows us to provoke change in how your most important customers think, feel and act towards your brand.



ALL BUILT ON:

**REAL-TIME
INSIGHT.
PREDICTIVE
INTELLIGENCE.**

TO INFORM STRATEGIES

TO IDENTIFY OPPORTUNITIES

TO INFORM EXECUTIONS

TO TRANSFORM OUTCOMES

THE ARSENAL

AND THE WEAPONS WE BRING TO BEAR



GENERAL CAPABILITIES

We're a full-service, fully integrated agency with every capability you need under one roof.

MARKETING COMMUNICATIONS

Strategic Planning
Brand Development

PR & PARTNERSHIPS

Media Relations
Thought Leadership
Sponsorship & Partnerships
Reputation & Crisis Management
Influencer Relations

PRODUCTION

Video Creation
Animation
Editing
Photography

SOCIAL MEDIA MARKETING

Social Strategy
Content Planning
Community Management
Monitoring & Channel Management

CONTEXT

Content Strategy
Content Creation
Content Integration
Distribution & Analysis

ADVERTISING

Creative Design & Execution
Copywriting
Media Planning & Buying
Broadcast Production

DIGITAL MARKETING

SEO/SEM
User Experience
User Interface
Interactive Development

INTERACTIVE CAPABILITIES

We're a full-stack, fully integrated team of UX designers, writers, developers and strategists with every capability you need under one roof.

CX/UI/UX DESIGN

Rapid Prototyping
Usability Testing
Enterprise Websites & Apps
Native Mobile Apps
Data Viz & Reporting Apps
Brand Guidelines & UI Kits
Interactive Installations

DIGITAL STRATEGY

Audience Research
KPI & Goal Definition
Competitive Analysis
Stakeholder Workshops
Accessibility
Best Practices

INSIGHTS & ENGAGEMENT

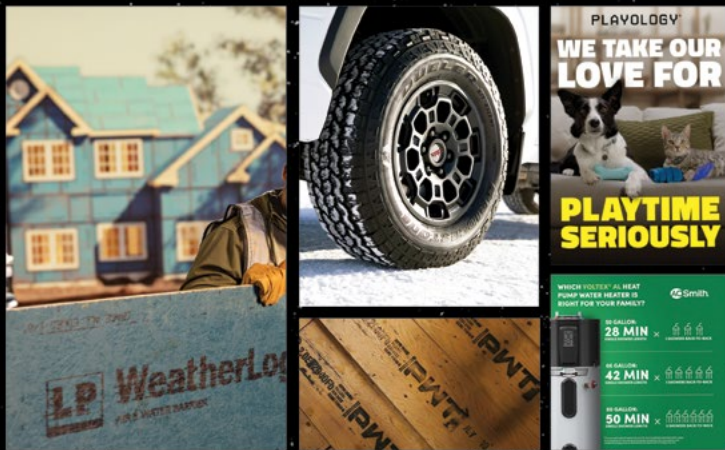
SEO/SEM
Event Tracking & Goal Conversion
Lead Generation
Automated Marketing
A/B & Multivariate Testing

CONTENT

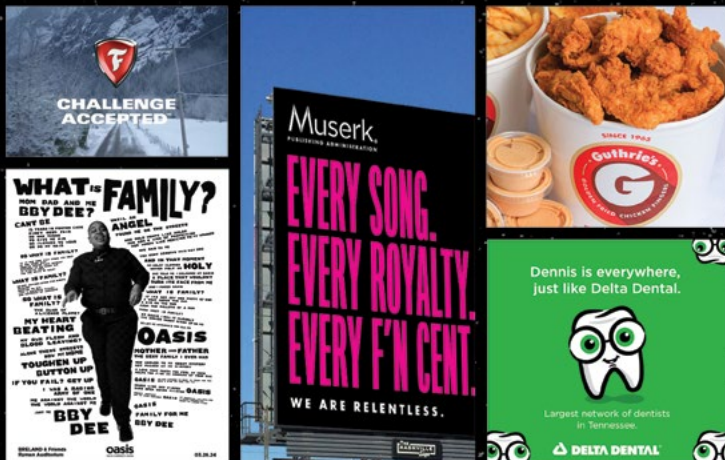
Content Strategy
Information Architecture
Photography
Videography
Content Writing
Illustration

DEVELOPMENT

Enterprise Websites & Apps
Landing Pages
Marketing Automation
Intranets & Customer Portals
eCommerce
Technical & Security Audits
Information Architecture
API Integrations
Web Services (SaaS)
Data Viz & Reporting
IoT & Bluetooth Applications
AR/VR
Web Hosting



SELECTED FRIENDS & ACCOMPLICES



VERTICAL EXPERTISE

- | | |
|-------------------|--------------------|
| Agriculture | HVAC |
| Apparel | Lifestyle |
| Automotive | Manufacturing |
| Banking/Finance | Pet |
| Building Products | QSR |
| CPG | Racing/Motorsports |
| C-Store | Restaurant |
| Entertainment | Retail |
| Craft/Fine Dining | Spirits/Beer |
| Franchisee | Sports/Leisure |
| Healthcare | Travel/Tourism |
| Hospitality | |

**WE'RE IN THIS
FIGHT WITH YOU.**

THANK
YOU



**WE WORK WITH BRANDS THAT
PUNCH ABOVE THEIR WEIGHT.**

We are a Nashville agency that is nationally renowned. We are fiercely independent. We are employee owned. And we are award-winning, audience-first extremists.

