



**LET'S  
THROW  
SOME  
PUNCHES.**

**THE AVERAGE CMO IS  
ON THE CLOCK.**

**EXPECTATIONS ARE  
OUT OF CONTROL.**

**BUDGETS & SUPPORT  
ARE WORSE.**

**THEY HAVE TO DO  
MORE WITH LESS.**

**WE'RE UP  
FOR THE  
FIGHT.**

**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.**

”

**HOW DO WE DO IT?**

**REVELATION**  
**INSTIGATION™**

## **REVELATION:**

**WE ALWAYS START WITH YOUR AUDIENCE FIRST, RELENTLESSLY SEEKING UNSPOKEN HUMAN TRUTHS THAT REVEAL NEW OPPORTUNITIES TO CONNECT, INSPIRE AND INSTIGATE ACTION.**

## **INSTIGATION:**

**WE HACK THE FUNNEL WITH UNEXPECTED IDEAS THAT HAVE THE POWER TO PROVOKE CHANGE IN HOW OUR AUDIENCE THINKS, FEELS AND ACTS, DRIVING MEANINGFUL RESULTS FOR OUR BRANDS.**

**BRANDS  
HAVE TO  
INSTIGATE  
BECAUSE**



**THE  
TRADITIONAL  
FUNNEL IS  
BROKEN**

Understanding  
Your Business

Understanding  
the Audience

Weaponizing  
Insight

Instigating  
Possibilities

Ideation &  
Concepts

BI  
ID

UNDERSTANDING  
YOUR BUSINESS

DRIVING  
POTENTIAL

AUDIENCE-FIRST

# REVELATION

**EA**  
**G**

**Ideation &  
Concepts**

**Instigating  
Possibilities**

**Weaponizing  
Budgets**

**Execution  
& Activation**

**Tracking, Analysis,  
Prediction**

**EXPANDING  
POTENTIAL**

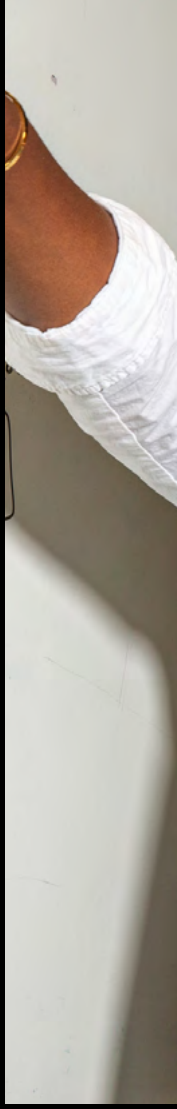
**DRIVING  
RESULTS**

**AUDIENCE-FIRST**

# **INSTIGATION**

# THE ARSENAL

**AGENCY OVERVIEW**





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

**45+ years in business.**

**90+ employees.**

**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 ownership mentality at all times, across all levels.

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

# FRIENDS & ACCOMPLICES

## SELECTED CLIENT PARTNERS



# **VERTICAL** **EXPERTISE**

**Agriculture**

**Apparel**

**Automotive**

**Automotive Aftermarket**

**B2B**

**Banking/Finance**

**Big Box**

**Building Products**

**Co-Op/Channel**

**Marketing**

**CPG**

**C-Store**

**Dealer-Based Business**

**Entertainment**

**Fast Casual Dining**

**Craft/Fine Dining**

**Footwear**

**Franchisee**

**Government**

**Healthcare**

**Hospitality**

**HVAC**

**Lifestyle**

**Lottery**

**Manufacturing**

**Medical**

**Music**

**Partnerships**

**Parenting**

**Pet**

**Public Service**

**QSR**

**Racing/Motorsports**

**Restaurant**

**Retail**

**Spirits/Beer**

**Sports/Leisure**

**Startup**

**Trade Shows/Events**

**Travel/Tourism**

# 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

# TOOLS THAT DRIVE AUDIENCE REVELATION

**BEST-IN-CLASS RESOURCES**

## INTELLIGENCE & SEGMENTATION

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## ANALYSIS & RATINGS

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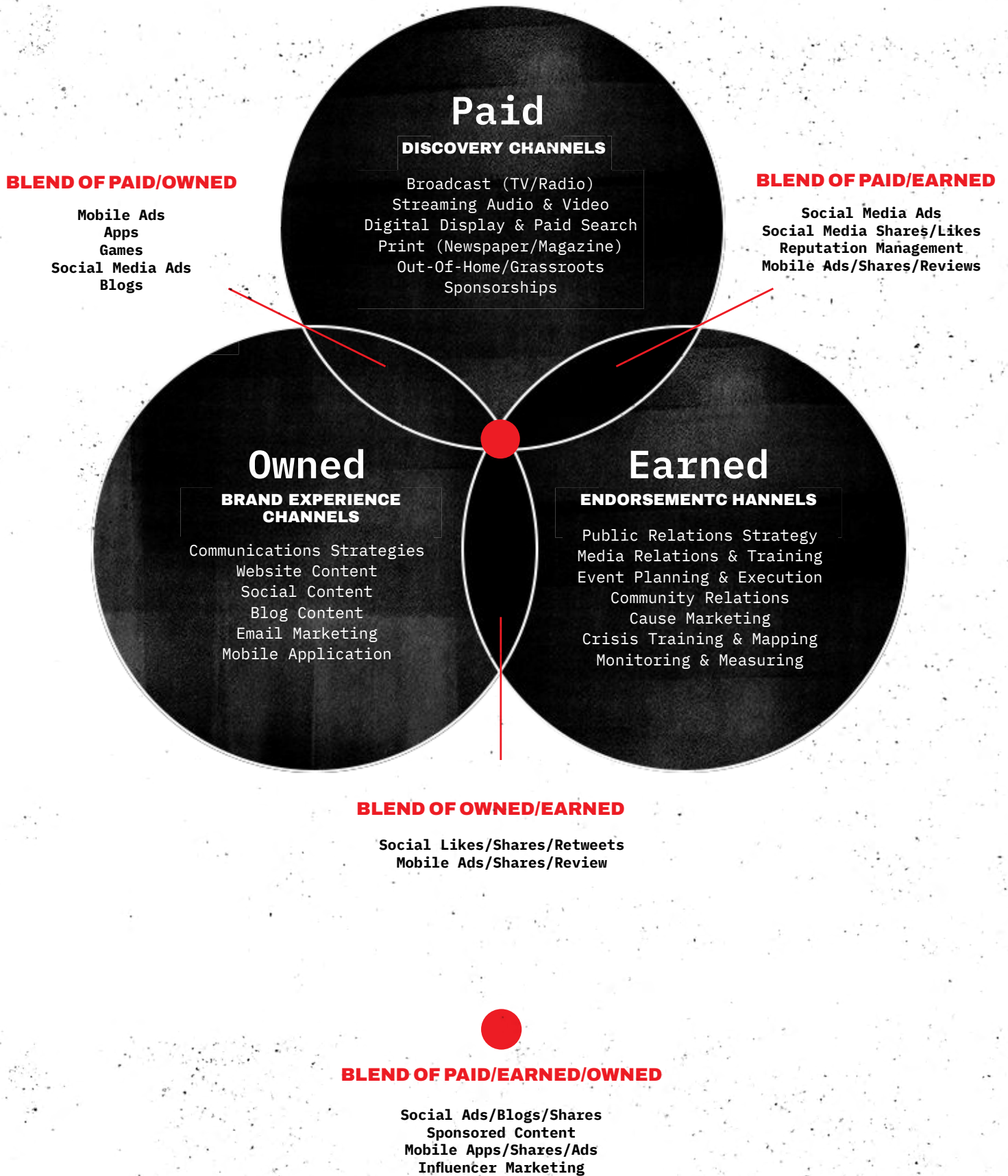
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## DISTRIBUTION & MONITORING

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# AUDIENCE DRIVES THE **ENGAGEMENT.** DATA DICTATES THE **MIX.**

With full-service capabilities, you'll always get our completely unbiased recommendation for how to best approach your audience. More importantly, our approach goes beyond engagement and activation to hack the funnel and instigate action for our audiences.

**ALL BUILT ON:**

**REAL-TIME  
INSIGHT  
PREDICTIVE  
INTELLIGENCE**

**TO INFORM STRATEGIES**

**TO IDENTIFY OPPORTUNITIES**

**TO INFORM EXECUTIONS**

**TO TRANSFORM OUTCOMES**

**WHY WE'RE**

**DIFFERENT.**



it  
up  
never knew  
we ever  
went  
without  
The second  
Floor is  
hard for  
sneaking  
out

World Famous  
SKULL'S  
RAINBOW ROOM  
ENTRANCE



**WE ARE AL**

**WE WIN**

**WE OV**

**ALL OWNERS**

**BECAUSE  
OWN IT.**

**OUR SUPE**

**REVELATION**  
**INS**





**ER POWER**



**INVESTIGATION™**

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

**AS OWNERS WE ALL HAVE  
SKIN IN THE GAME.**

**WE WILL INSTIGATE AND  
HACK THE FUNNEL.**

**WE'RE HERE TO FIGHT  
WITH YOU.**

**THANK**

**YOU**

