

Olá

Hello

Xin chào

Bonjour

Hola

Witam

Konichiwa



Here today



Fergus Cable Alexander
Client Director



Andy Greaves
Head of Go-To-Market



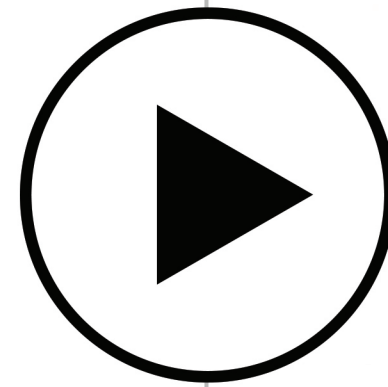
Gaëtan Staples
Account Director



Ana Dominguez
Account Manager

Great to meet you

gravity
GLOBAL



BOSTIK

Gravity, the agency

Digitally native & integrated

The world's most awarded B2B digital agency.

400+ people

Global coverage, 24/7 service.

B2B + B2C

We bridge B2B and B2C via our specialism in complex markets.

Sector expertise

We really know our clients' sectors, and we make a point of immersing ourselves right from the start.

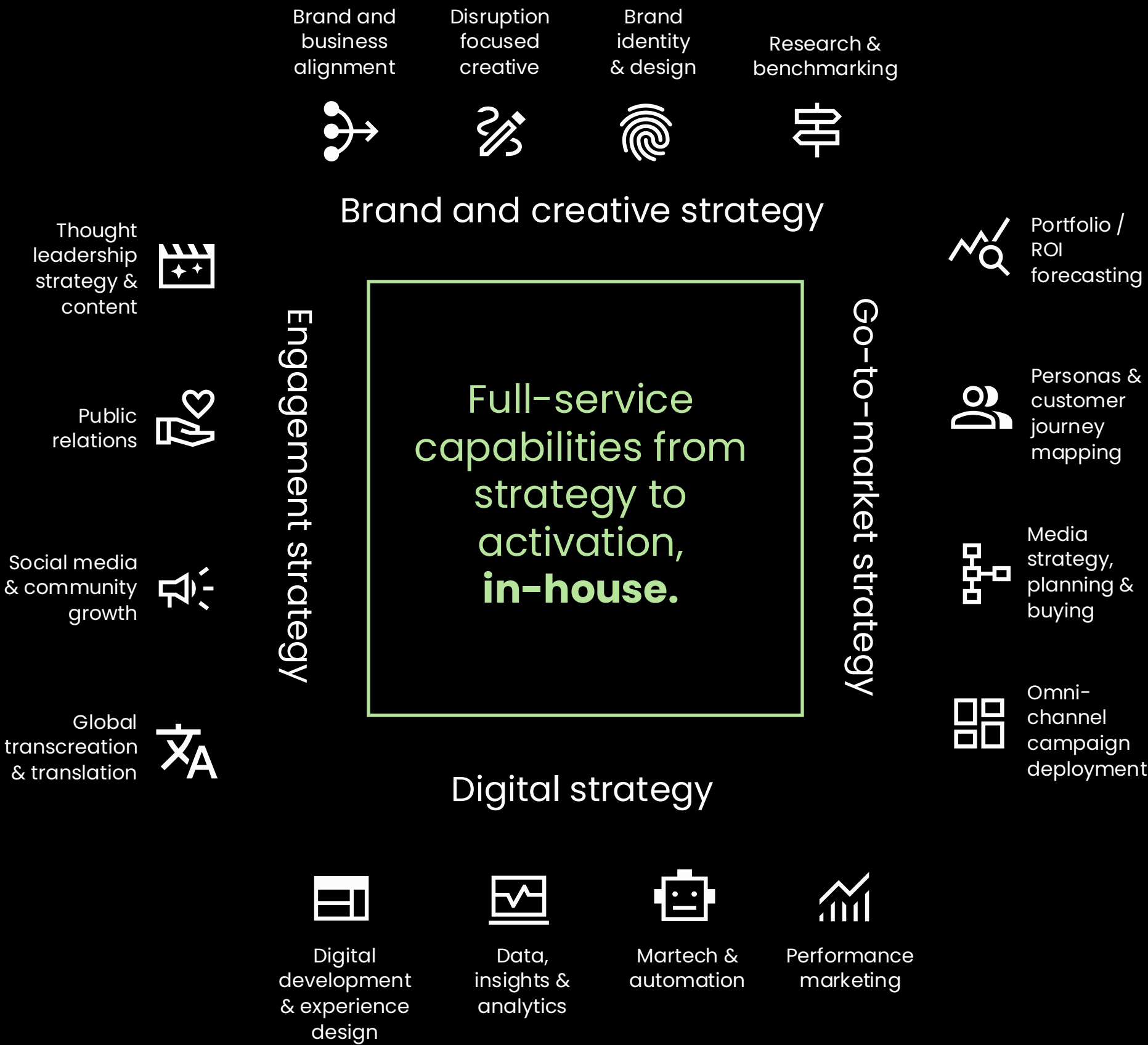
Future-ready

AI is a crucial part of our business. We help clients in transformative sectors navigate and prepare for the future.

Global by name, global by nature



World-class brand to demand capabilities



The world's most recognised agency for B2B marketing effectiveness

550

awards for marketing effectiveness in 2024



Global Agency of The Year

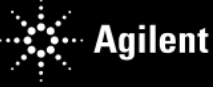






















































































Best Design / Creative Agency

4

awards for Bostik in 2025

Proven experience in rapid transformation sectors

01	02	03	05	06	07	08	10	12
Technology Saas	Financial Services	Aerospace	Industrial & Manufacturing	Healthcare & Pharma	Automotive & Transportation	Education	Retail	Energy
 Agilent	 Ameriprise Financial	 AIRBUS	 ARKEMA	 aetna	 ADESA	 CONNECTIONS ACADEMY by Pearson	 amazon	 76
 Avast	 BMO	 BELL	 BOSTIK	 Alcon	 Ford	 K 12 ALLIANCE OF MICHIGAN	 MATTRESS FIRM	 Believ
 BIGCOMMERCE	 COLUMBIA THREADNEEDLE INVESTMENTS	 cfm	 ALTO-SHAAM	 American Heart Association	 Gates	 UCLA	 PHILLIPS 66	 MOtIVA
 COX ENTERPRISES	 Computershare	 EMBRAER	 ANGLW	 HOUSTON HEALTH DEPARTMENT	 HONDA	 UCLA	 ONE HOUR HEATING & AIR CONDITIONING	 NESTE
 DASH SOCIAL	 JUPITER	 GE	 BlueScope	 MEMORIAL HERMANN	 LeasePlan	 UCLA	 Pilot	 PHILLIPS 66
 ENCOMPASS	 MIDFIRST BANK	 04 Travel	 AkzoNobel	 NEMOURS CHILDREN'S HEALTH	 MAERSK	 Sports	 RESCUE ROOTER	 PHILLIPS 66
 Bob	 M&G Investments	 FUJI	 ECOLAB PROTECTING WHAT'S VITAL	 OWEN MUMFORD	 MANI	 ARIZONA COYOTES	 Hungry Howie's Pizza	 Valvoline
 NVIDIA	 Royal Bank of Scotland	 MICHIGAN ECONOMIC DEVELOPMENT CORPORATION	 ESENTRA	 TFP	 VW	 MINNESOTA WILD	 CPG	 Valvoline
 Payoneer	 Santander		 Getac	 ucb	 VONTIER	 LT FOODS NURTURING GOODNESS	 NATROL	 Oasis Date
 Sage	 Texas Capital Bank		 DEMATIC					
 taxbit	 usbank							

Attention.

...but not just any attention

Positive
Relevant
Engaging

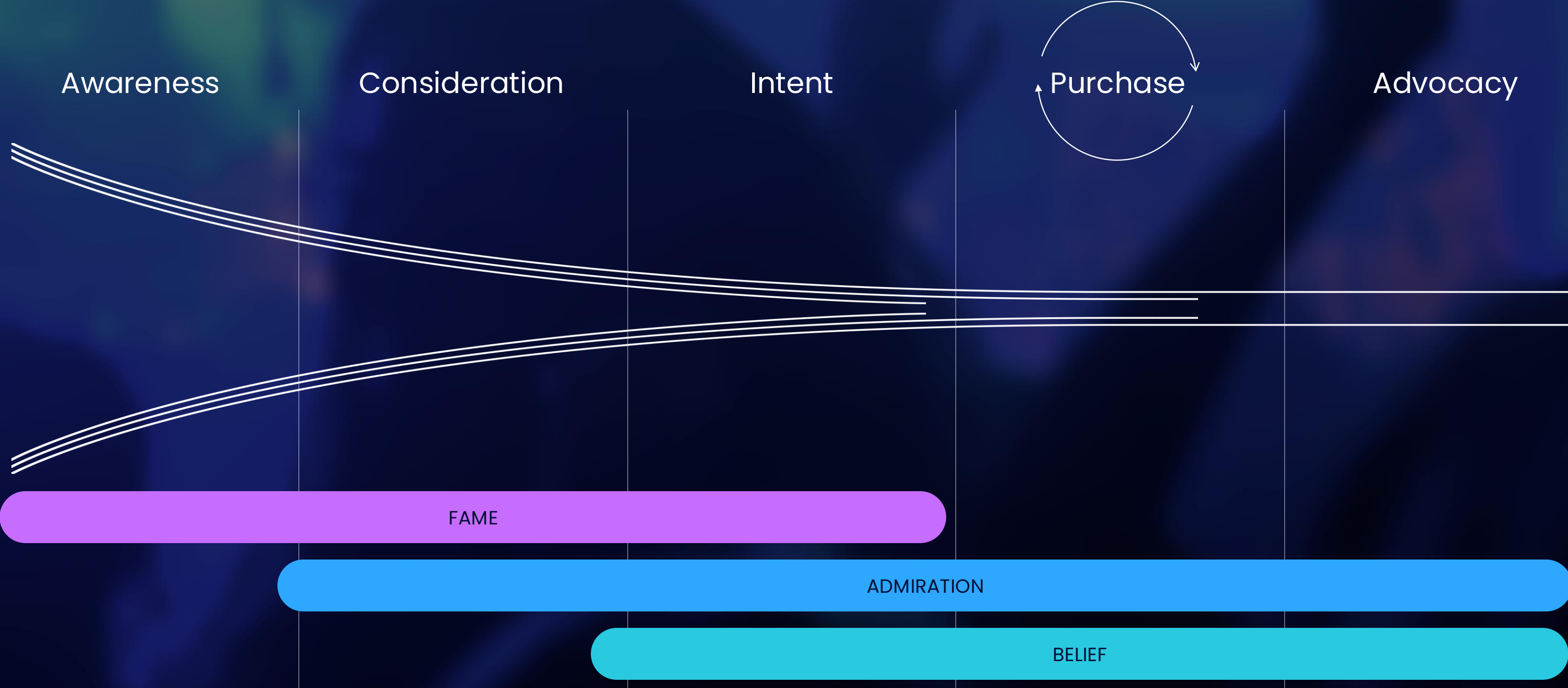
Amplified
Sustained



Emotion.

The fuel of Attention.

How we measure “Attention” across the buyer's journey



Case study: Focusing Attention on a product truth



Developing a cleaning team, in a tablet.

Brand & Comms Strategy • Integrated Campaign • Transcreation & Localisation • Video Production • Content Creation • Digital Development

Overview



Challenge

- Small format restaurants facing rising costs and limited space, needed tailored cleaning solutions that maintained the customer experience.
- Ecolab’s ReadyDose™ introduced a game-changing cleaning program for the U.S., UK, and APAC markets.

Approach

- Our global research identified the unique needs of small-format operators:
- U.S. independents prioritised cost-effective, easy-to-use solutions.
 - Chinese coffee and tea chains demanded consistency across thousands of locations.

We positioned ReadyDose™ as “A cleaning team, in a tablet” – customised for diverse markets.

Results

- Sales exceeded targets by **33%** in the U.S. and APAC.
- Reseller orders increased by **20%**.



Case study: Focusing Attention on a product truth

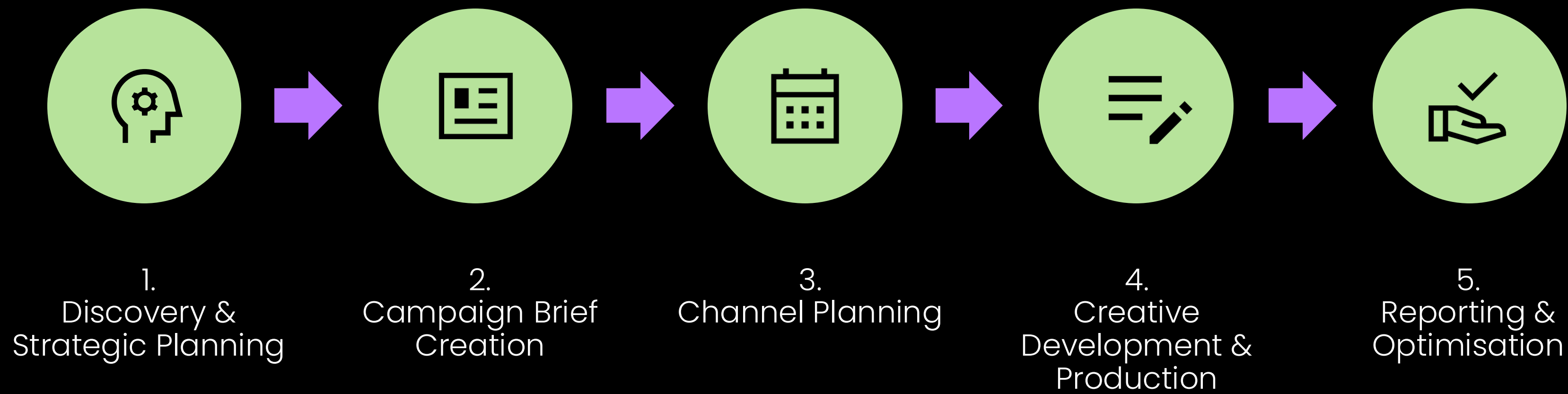


Taking on the dominant market leader

Brand & Comms Strategy • Integrated Campaign • Transcreation & Localisation • Video Production • Content Creation • Digital Development

Working with Gravity

Campaign development process



It all starts with a brief

g

BOSTIK

Bostik Copy Brief

This is *not* just a brief. It's the start of great work.

Bostik division

Project

Job number

Date

CS contact

Please fill in the below questions as 'briefly' as possible. Add as much detail as you want to the supporting information section below the signoffs.

What do we need to deliver?

e.g. blog, big body for existing campaign, headlines for banners, long-form brochure, social posts.

Who are we talking to?

e.g. define the audience, the roles or positions they hold, and what they know and think about us, our rivals, and the market.

Why are we doing this?

e.g. drive awareness, change perception, increase clicks/sales, F.A.B. outcomes (increase Fame, drive Admiration, create Belief).

g

BOSTIK

Bostik Design Brief

This is *not* just a brief. It's the start of great work.

Bostik division

Project

Job number

Date

CS contact

Please fill in the below questions as 'briefly' as possible. Add as much detail as you want to the supporting information section below the signoffs.

What do we need to deliver?

e.g. website, brand identity, DM, image suggestions, static banners, video - include all relevant specifications.

Why are we doing this?

e.g. drive awareness, change perception, increase clicks/sales, F.A.B. outcomes (increase Fame, drive Admiration, create Belief).

What's the proposition? (Optional)

i.e. what's the one, single, most compelling message we need to convey.

g

BOSTIK

Bostik Campaign Brief

This is *not* just a brief. It's the start of great work.

Bostik division

Project

Job number

Date

CS contact

Please fill in the below questions as 'briefly' as possible. Add as much detail as you want to the supporting information section below the signoffs.

What's the current situation?

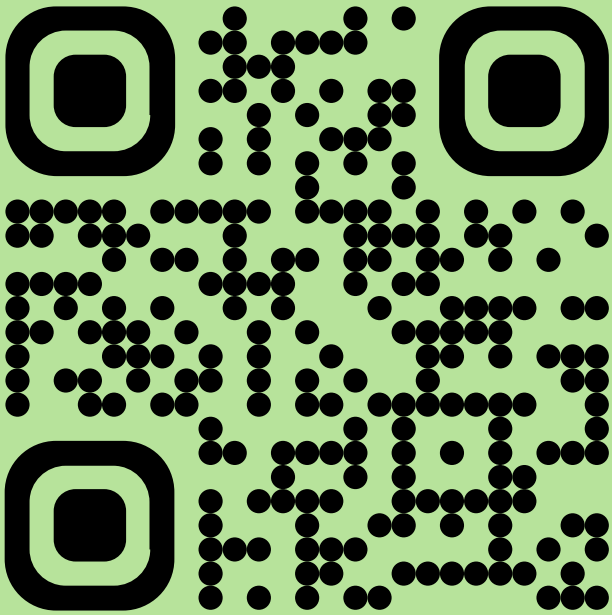
i.e. a challenge we're looking to solve, the current industry climate, a new breakthrough, recent trends.

Who are we talking to?

e.g. define the audience, the roles or positions they hold, and what they know and think about us, our rivals, and the market.

What's the proposition?

i.e. the one, single, most compelling message we need to convey.



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 gravityglobal.com/Bostik

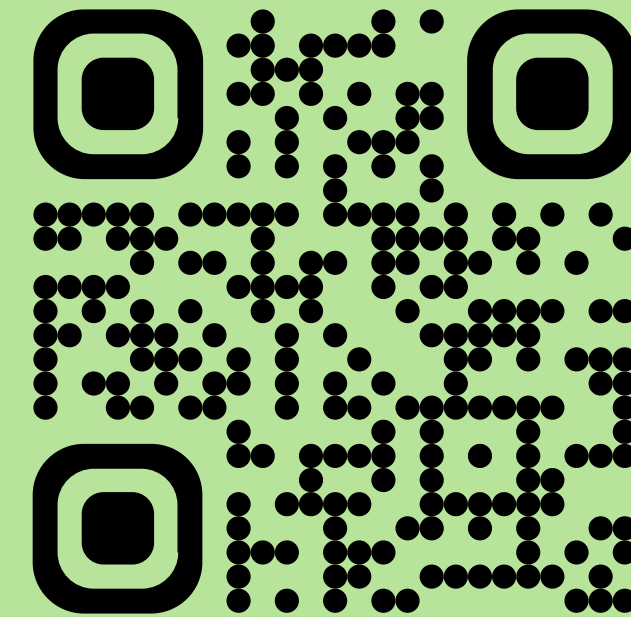
Let's get started!

Scan the QR code:

- Download this presentation
- Learn more about Gravity
- View case studies
- Fill out a brief
- Let's create amazing work together

Join us for the speed dating session in the **Kuala Lumpur Room, 4th Floor, Atrium** from **13:30–16:00** to learn more (and for free Gravity goodies!).

gravity



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Obrigado
Thank you
Mahalo

Merci

Gracias

Dziękuję

Arigato

