

Olá

Bonjour

Xin chào

Hello

Hola

Witam

Konichiwa



Here today



Fergus Cable Alexander
Client Director



Arnold Ng
APAC Lead



Gaëtan Staples
Account Director



Ana Dominguez
Account Manager

Great to meet you

gravity
GLOBAL



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.

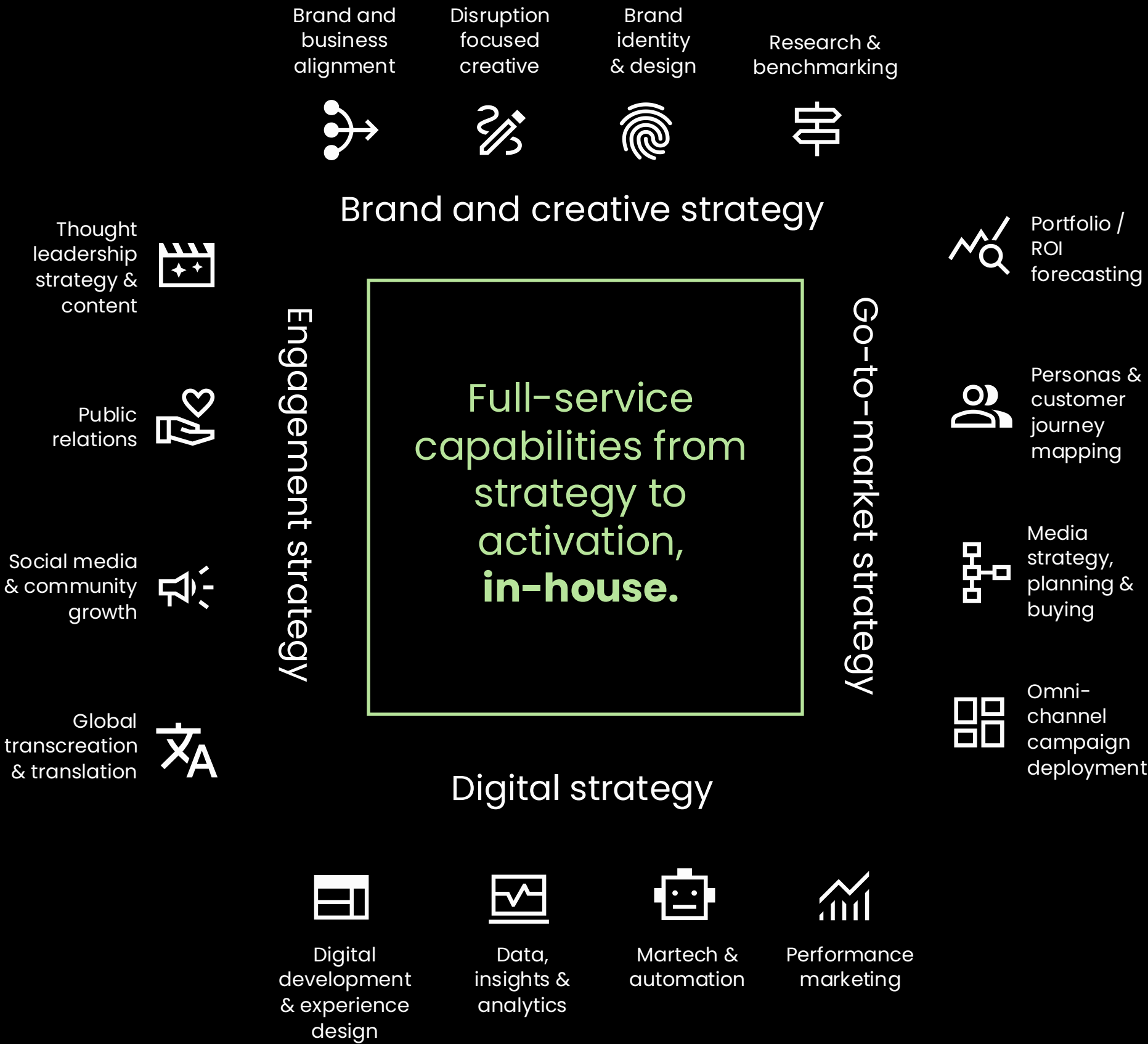
Future-ready

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



2025 Global B2B Agency of The Year









































Best Design / Creative Agency

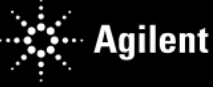


































































































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awards for Bostik in 2025

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 |  UH |  ONE HOUR HEATING & AIR CONDITIONING |  NESTE |
|  DASH SOCIAL |  JUPITER |  GE |  BlueScope |  MEMORIAL HERMANN |  LeasePlan | |  Pilot |  PHILLIPS 66 |
|  ENCOMPASS |  MIDFIRST BANK | |  AkzoNobel |  NEMOURS CHILDREN'S HEALTH |  MAERSK | 09 |  RESCUE ROOTER |  wings 66 |
|  Bob |  M&G Investments | 04 |  ECOLAB PROTECTING WHAT'S VITAL |  OWEN MUMFORD | | Sports |  Hungry Howie's Pizza |  Valvoline |
|  nVIDIA |  Royal Bank of Scotland | Travel |  ESENTRA |  TFP |  MAN |  ARIZONA COYOTES | | |
|  Payoneer |  Santander |  FUJI |  Getac |  ucb |  VW |  HOUSTON DYNAMICS | 11 | |
|  Sage |  Texas Capital Bank |  MICHIGAN ECONOMIC DEVELOPMENT CORPORATION |  DEMATIC | |  VONTIER |  MINNESOTA WILD | CPG | |
|  taxbit |  tsbank | |  General Cable | | | |  LT FOODS NURTURING GOODNESS | |
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Proven experience in rapid transformation sectors

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|  NVIDIA |  Royal Bank of Scotland |  MICHIGAN ECONOMIC DEVELOPMENT CORPORATION |  ESENTRA |  TFP |  VW |  MINNESOTA WILD |  CPG |  Valvoline |
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|  taxbit |  USbank |  MICHIGAN ECONOMIC DEVELOPMENT CORPORATION |  General Cable |  ucb |  VONTIER |  MINNESOTA WILD |  Oasis Date |  Valvoline |

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.

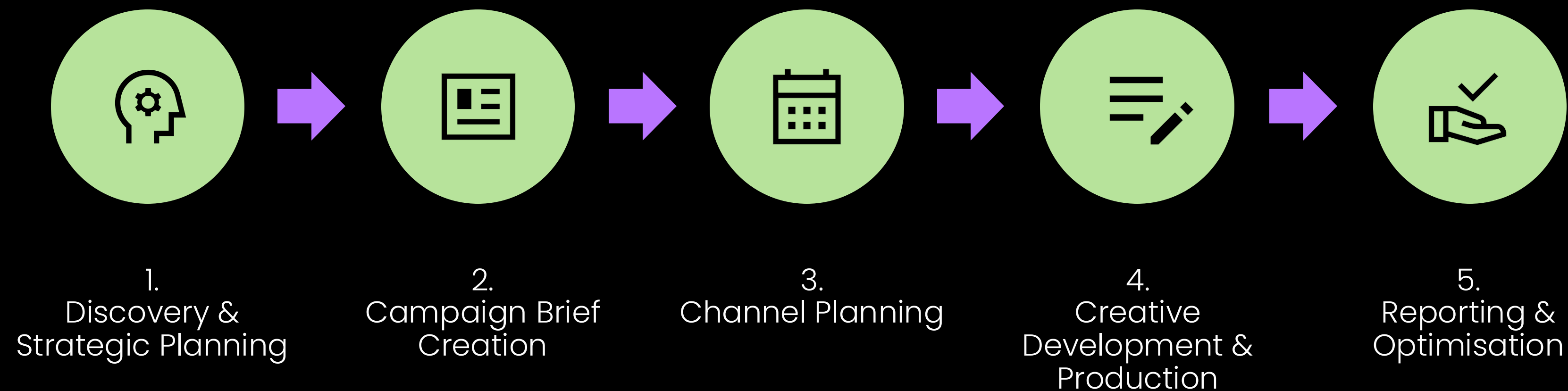
Results

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



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?

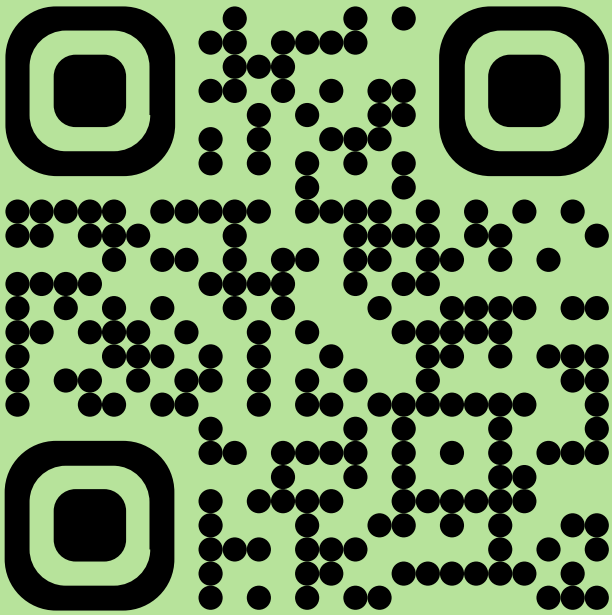
i.e. a challenge we're looking to solve, the current industry climate, a new breakthrough, recent trends.

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.



Scan to access
your Bostik x Gravity
briefing templates.

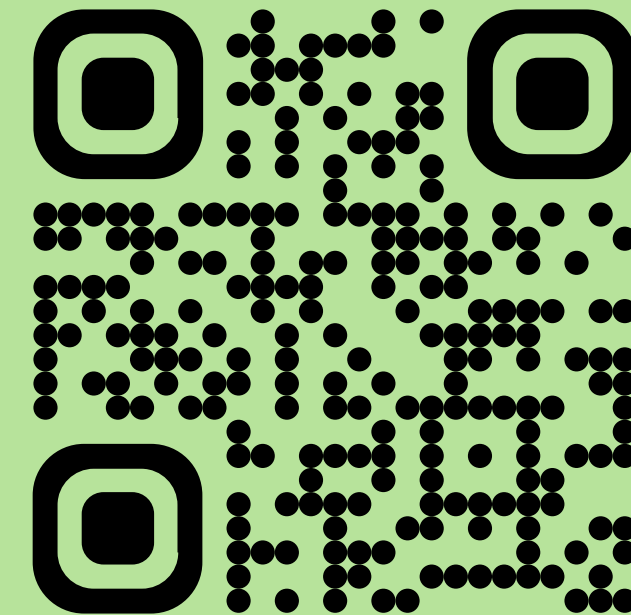
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Scan the QR code:

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

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Obrigado

Merci

Mahalo

Thank you

Gracias

Dziękuję

Arigato

