

Olá

Bonjour

Xin chào

Hello

Hola

Witam

Konichiwa



BOSTIK

x

gravity

In the room...



Scott Thaler
Chief Marketing
Officer (US)



Tim Swenson
Account Director (US)

Dialing in...



Fergus Cable Alexander
Client Director (UK)



Gaëtan Staples
Account Director (UK)



Ana Dominguez
Account Manager (UK)

Great to meet you

Gravity, the agency

Full-service, digitally native

The world's most awarded integrated 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

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

Full-service marketing powerhouse

Capabilities from strategy to analytics, all in-house.

Brand & Creative



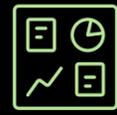
Brand & Business Alignment



Disruption Focused Creative



Brand Identity & Design



Research & Benchmarking

Go to Market



Portfolio/ROI Forecasting



Personas & Customer Journey Mapping



Media Strategy, Planning & Buying



Omni Channel Campaign Development

Digital Experience



Digital Development & Experience Design



Data, Insights & Analytics



Martech & Automation



Performance Marketing

Engagement



Thought Leadership, Strategy & Content



Public Relations



Social Media & Community Growth



Global Trans Creation & Translation

Media



Target Audience & Segmentation



Media Planning



Media Buying



Media Analytics

40+ years of B2B2C experience

Tech / SaaS



Financial Services



Aerospace



Industrial & Manufacturing



Healthcare & Pharma



Automotive & Transportation



Education



Retail



Border to
border & coast
to coast.

Gravity covers the U.S.



Global Offices
London, UK
Oxford, UK
Norwich, UK
Nha Trang, VN
Hong Kong

Some things of note about the U.S. team

Full-service independent agency with 190+ brand and performance marketing focused team members in the US.

Passionate creative, strategy, account, production, ABM team members in the US.

Full-funnel media planners and buyers who are hyper-focused on ROAS and business outcomes.

Creative development, content production and execution teams develop the modern messaging assets for use in effective campaigns.

Our US based Chief Innovation Officer has built Gravity's dedicated AI team, which offers a full stack of applied AI solutions that improve marketing intelligence, speed-to-market, and brand visibility.

Beyond the business results we drive, we earned more than 500 industry awards including marketing and creative agency of the year.

The world's most recognised agency for B2B marketing effectiveness

550

awards for marketing effectiveness in 2024



2025 Global Agency of The Year



Best Design / Creative Agency

4

awards for Bostik in 2025

Existing work with Bostik

Key services provided

- Strategy
- Creative and brand development
- Design, artwork and production
- Video and animation
- Performance marketing (paid and organic social, paid search)
- Event support
- PR

ARKEMA



BOSTIK

**BORN²
BOND™**

Key projects

Born2Bond™ sales collateral

BOSTIK BORN2 BOND
Engineering Adhesives for Consumer Electronics

Adhesive solutions by **ARKEMA**

LAPTOP ASSEMBLY

SMARTPHONE ASSEMBLY

BATTERY CELL ASSEMBLY

THREADLOCKING OF SCREWS

PCB ASSEMBLY

TOUCHPAD ASSEMBLY

SPEAKER ASSEMBLY

ENCLOSURE ASSEMBLY

CAMERA MODULE ASSEMBLY

DISPLAY/TOUCH PANEL BONDING

Industry-specific sales leaflets/brochures

BOSTIK BORN2 BOND

Born2Bond™ Aquafast: The future of cyanoacrylates is durable

Making high precision dispensing of cyanoacrylates in manufacturing possible

Born2Bond™ Ultra K85: Creating more sustainable bonds

ARKEMA

White papers

Bostik BORN2 BOND

Anaerobic Adhesives

NEW ENGINEERING ADHESIVES

OUR VALUES

DESIGNED FOR USE IN MULTIPLE INDUSTRIES

SUSTAINABILITY WITHOUT COMPROMISING PERFORMANCE

	Mechanical Retention	Resistance to Vibration	Resistance to Shock
Stock Inventory	High	High	High
Long term reliability	High	High	High
Ease of application	High	High	High
Versatility of application	High	High	High
Corrosion protection	High	High	High
Vibration resistance	High	High	High
Heat and chemical resistance	N/A	N/A	N/A
Sustainability	High	High	High

Technology and range specific product catalogues

Key projects

Bostik Engineering Adhesives 136-page product catalogue (content, design, print)

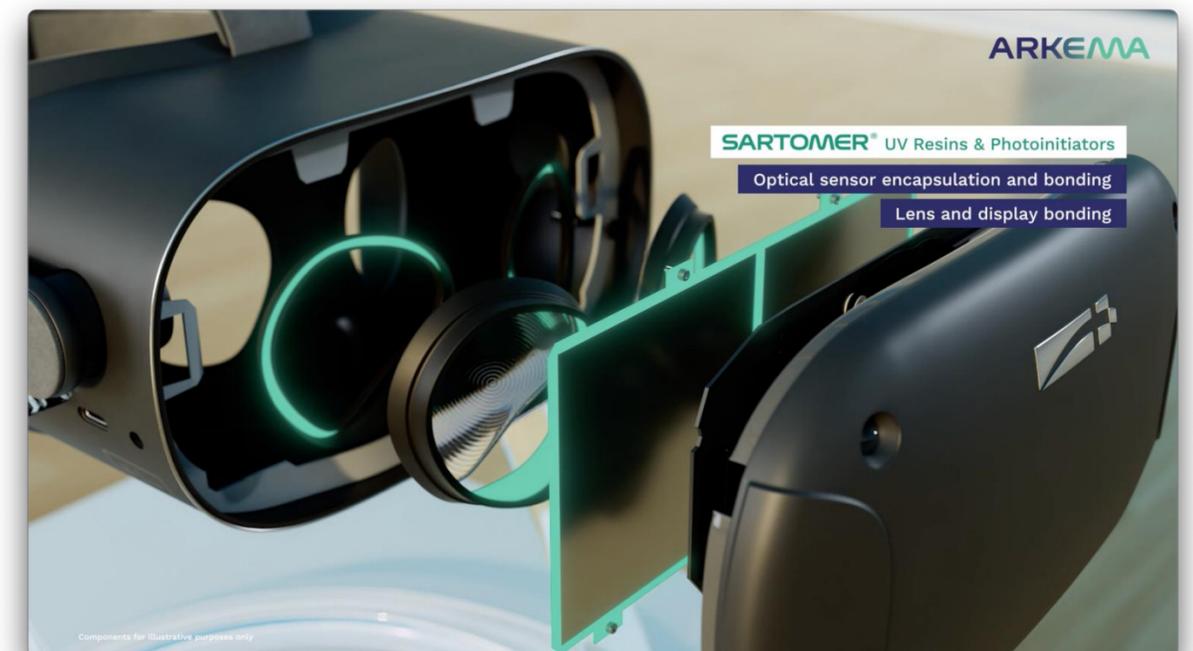
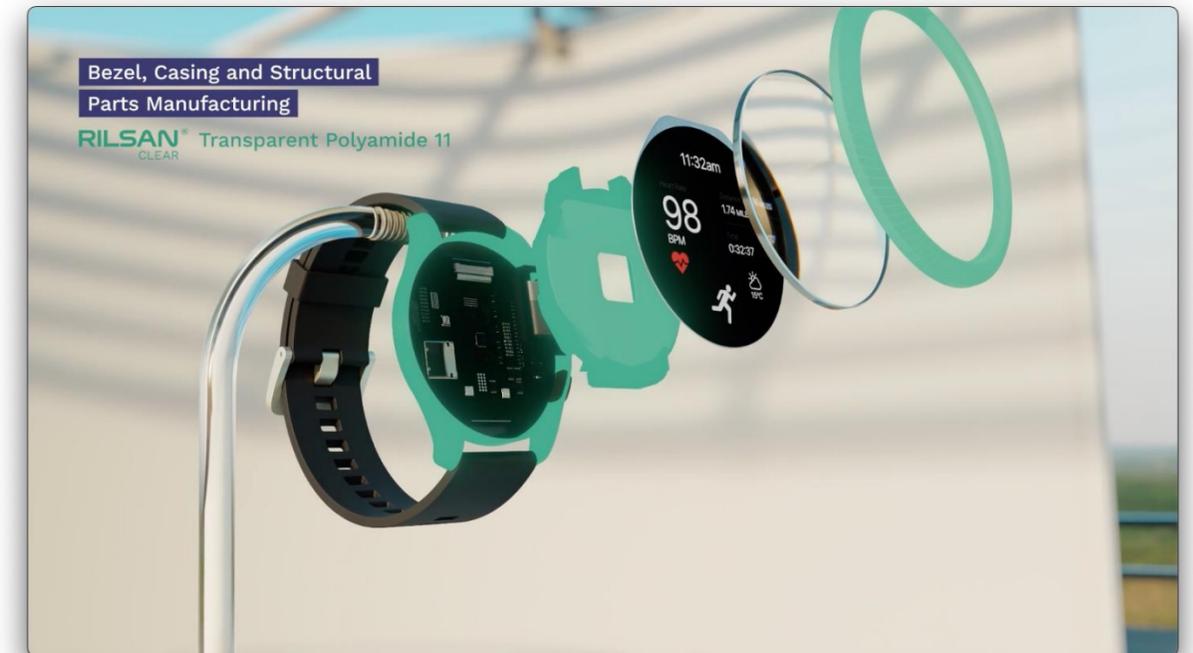


Bostik/Arkema stakeholders:

- Polivio Goncalves
- Sara Liu
- Camille Eiferman
- Sylvain Bartnicki
- Laia Davin
- Pingping Tian

Key projects

Arkema and Bostik 3D application animations



Bostik/Arkema stakeholders:

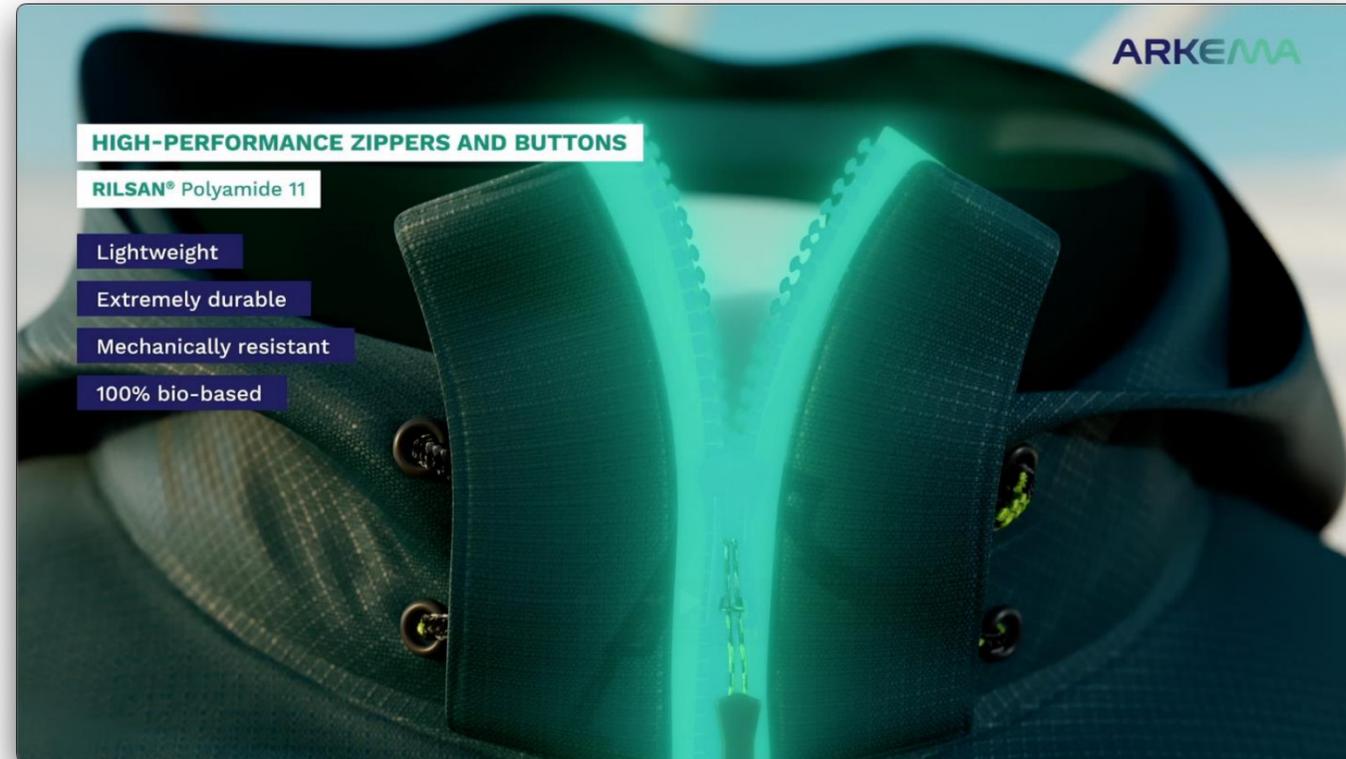
- Polivio Goncalves
- Sylvain Bartnicki
- Melanie Lafarge
- Sophie Kolmayer
- Jaz Smanova
- Camille Eiferman
- Pingping Tian

Video links:

- [E-bike](#)
- [Smartwatch](#)
- [VR headset](#)
- [Ski jacket](#)

Key projects

Arkema and Bostik 3D application animations



Bostik/Arkema stakeholders:

- Polivio Goncalves
- Sylvain Bartnicki
- Melanie Lafarge
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- Jaz Smanova
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- Pingping Tian

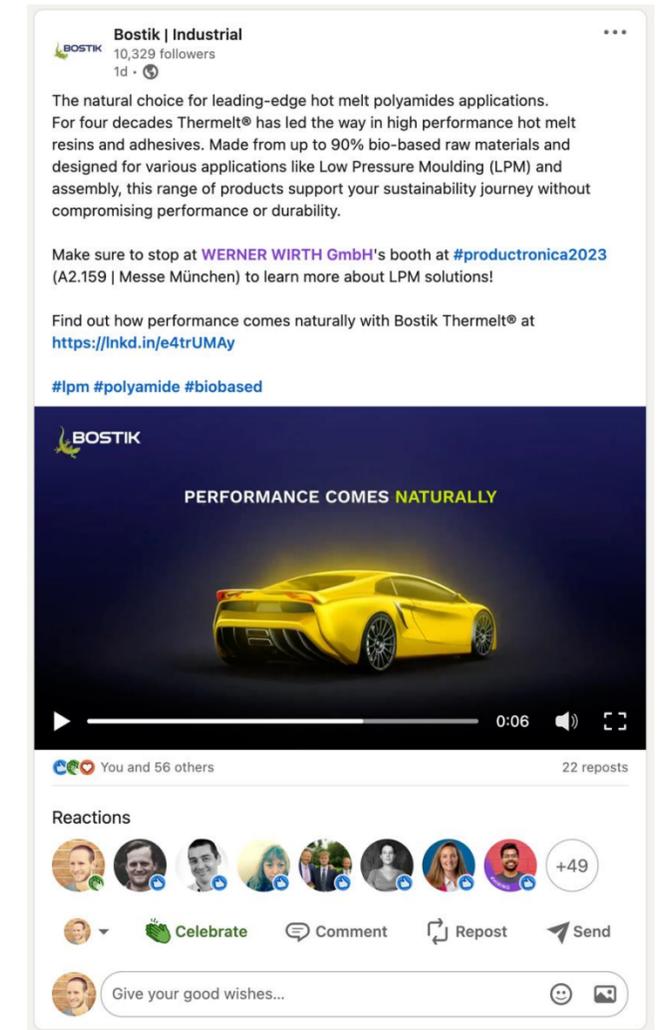
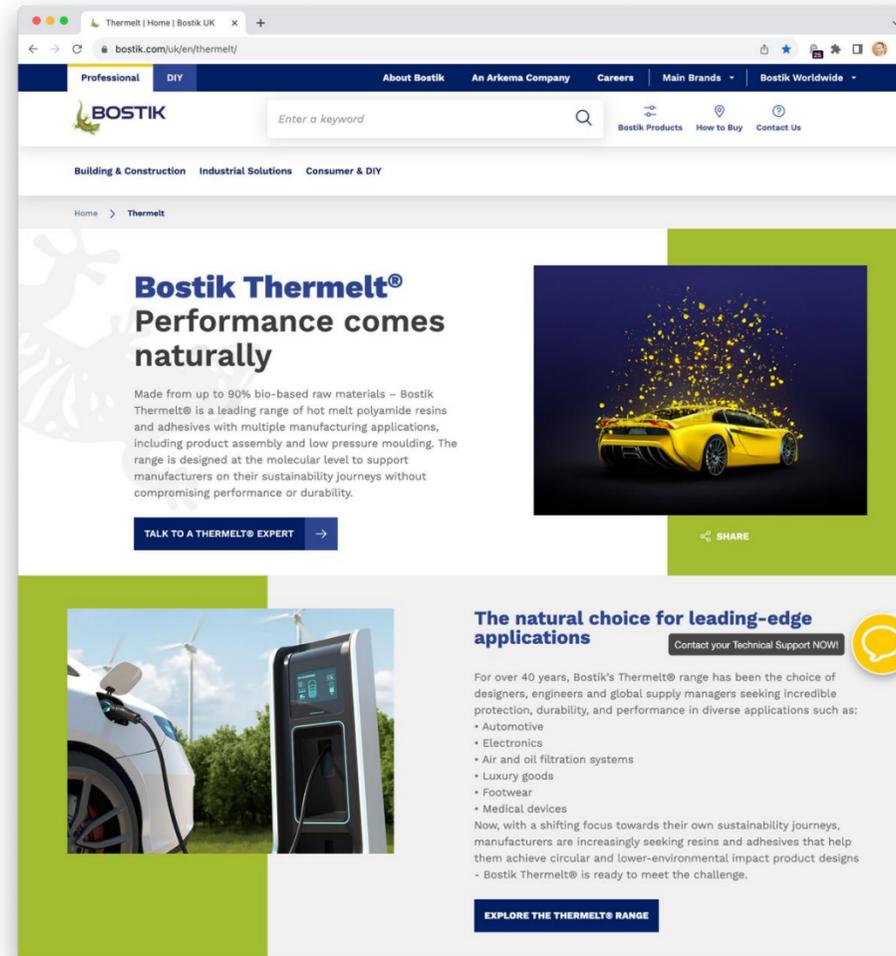
Video links:

- [E-bike](#)
- [Smartwatch](#)
- [VR headset](#)
- [Ski jacket](#)

Key projects

Bostik Thermelt relaunch (strategy, creative, website, 3D, event support)

THERMELT®

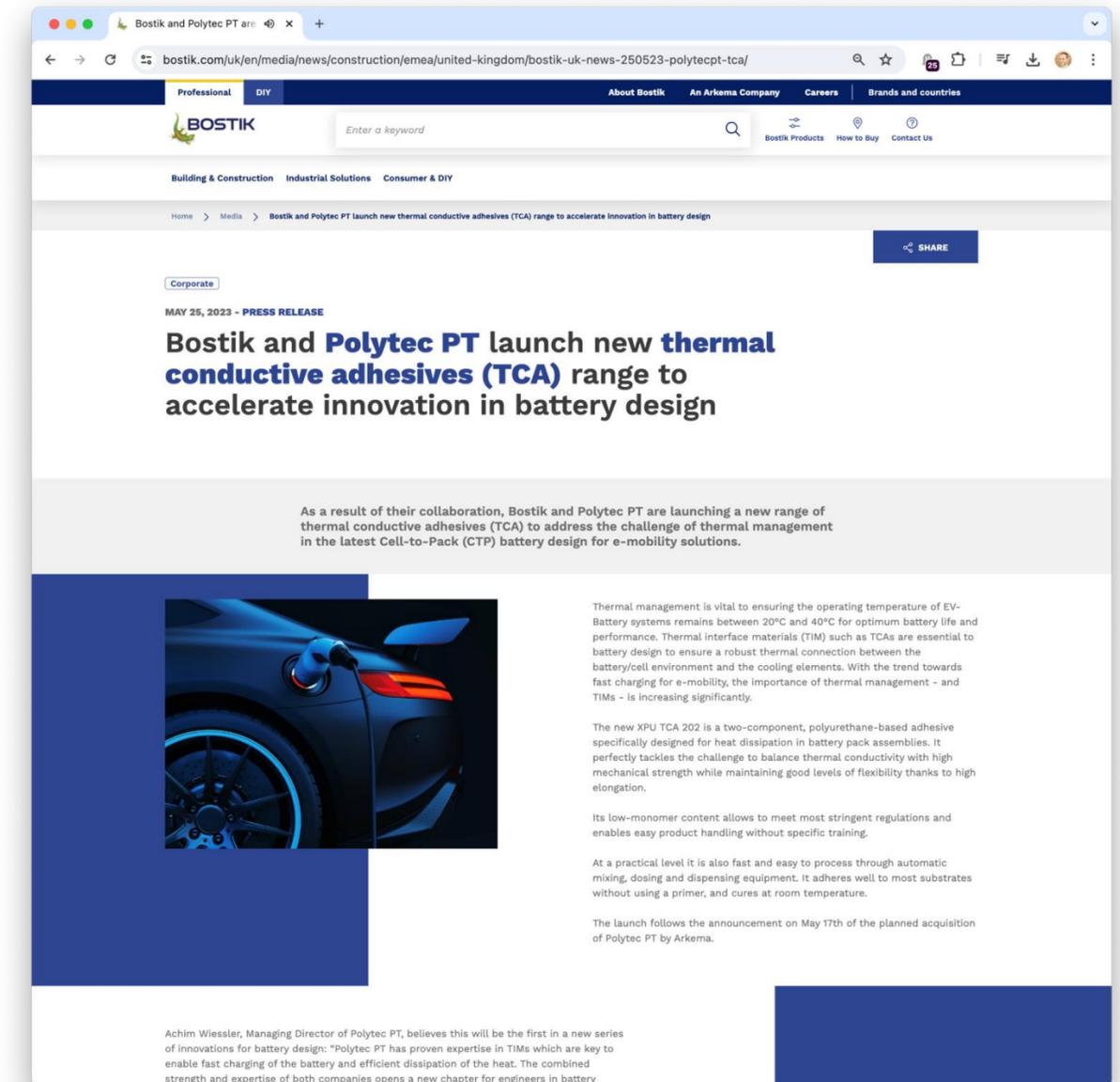
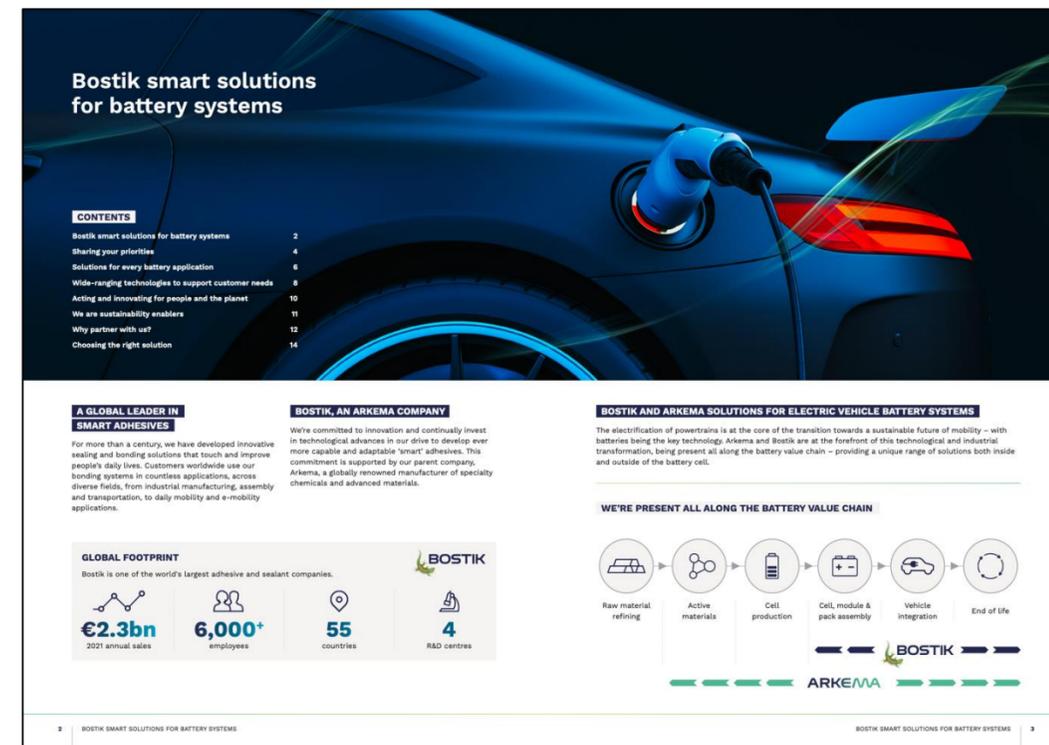
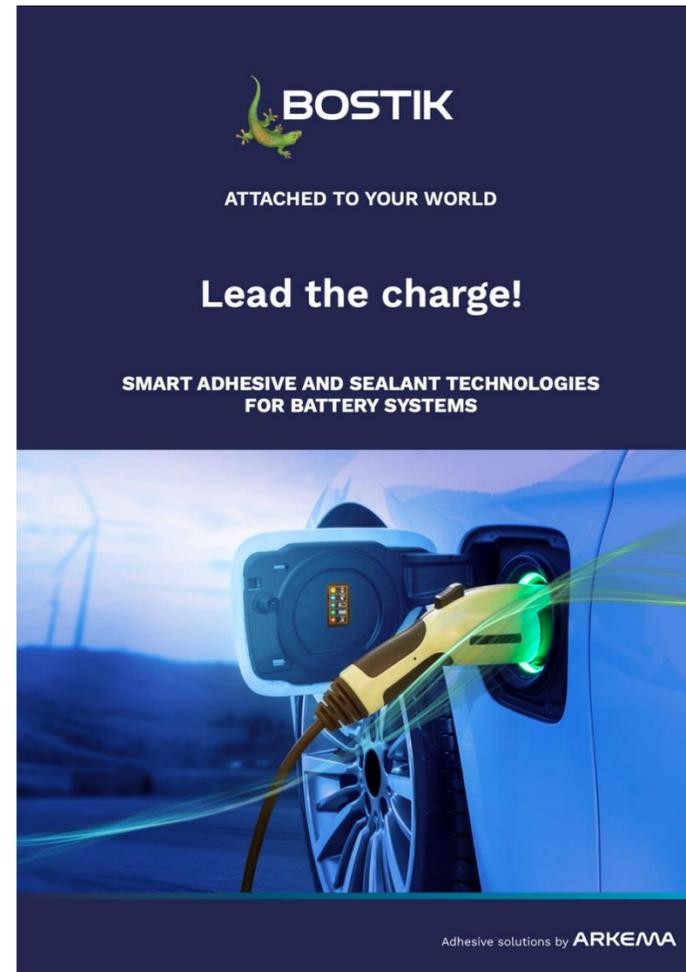


Bostik/Arkema stakeholders:

- Polivio Goncalves
- Sylvain Bartnicki
- Sophie Chhun
- Camille Eiferman

Key projects

Bostik Mobility battery PR support and sales collateral

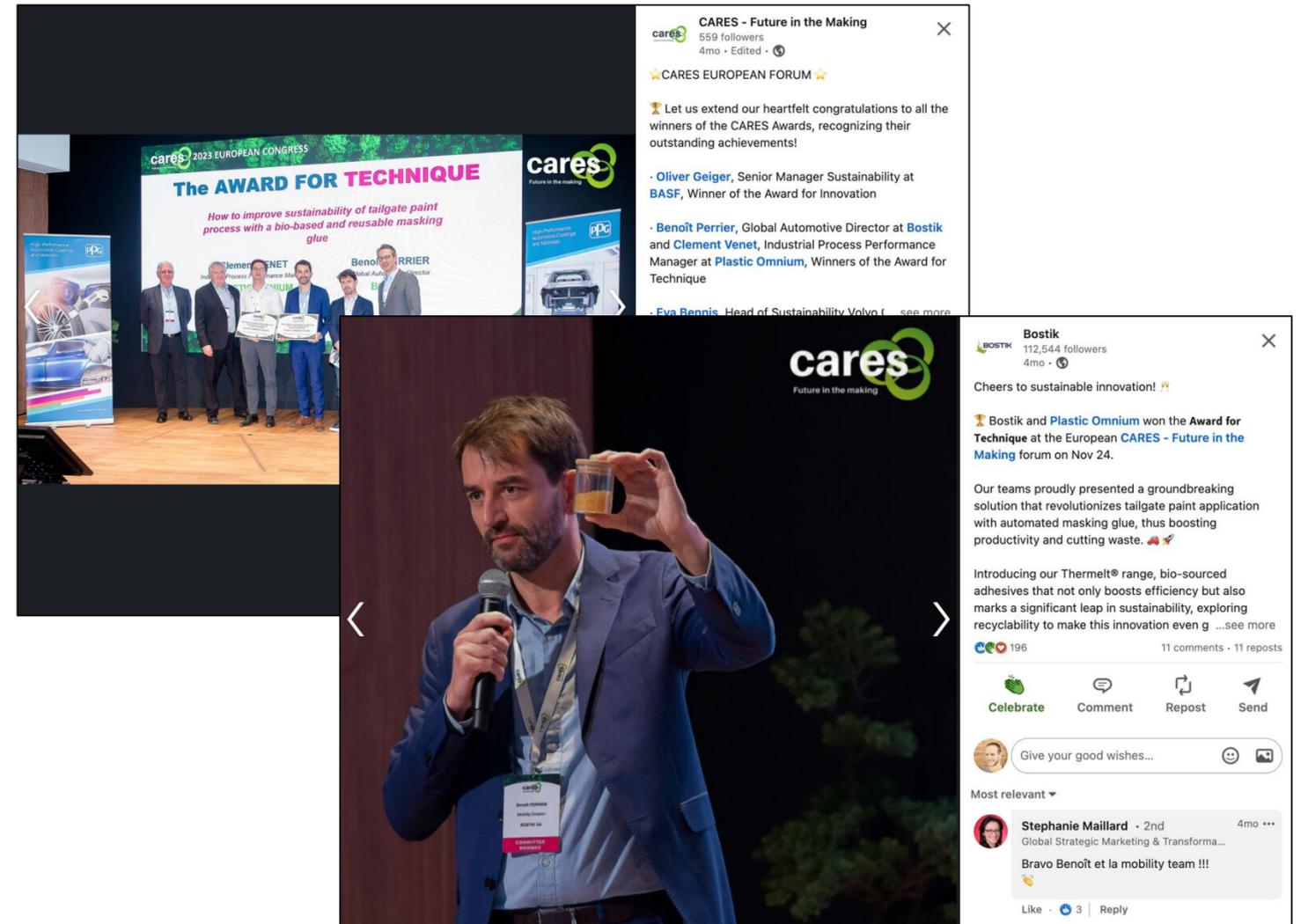
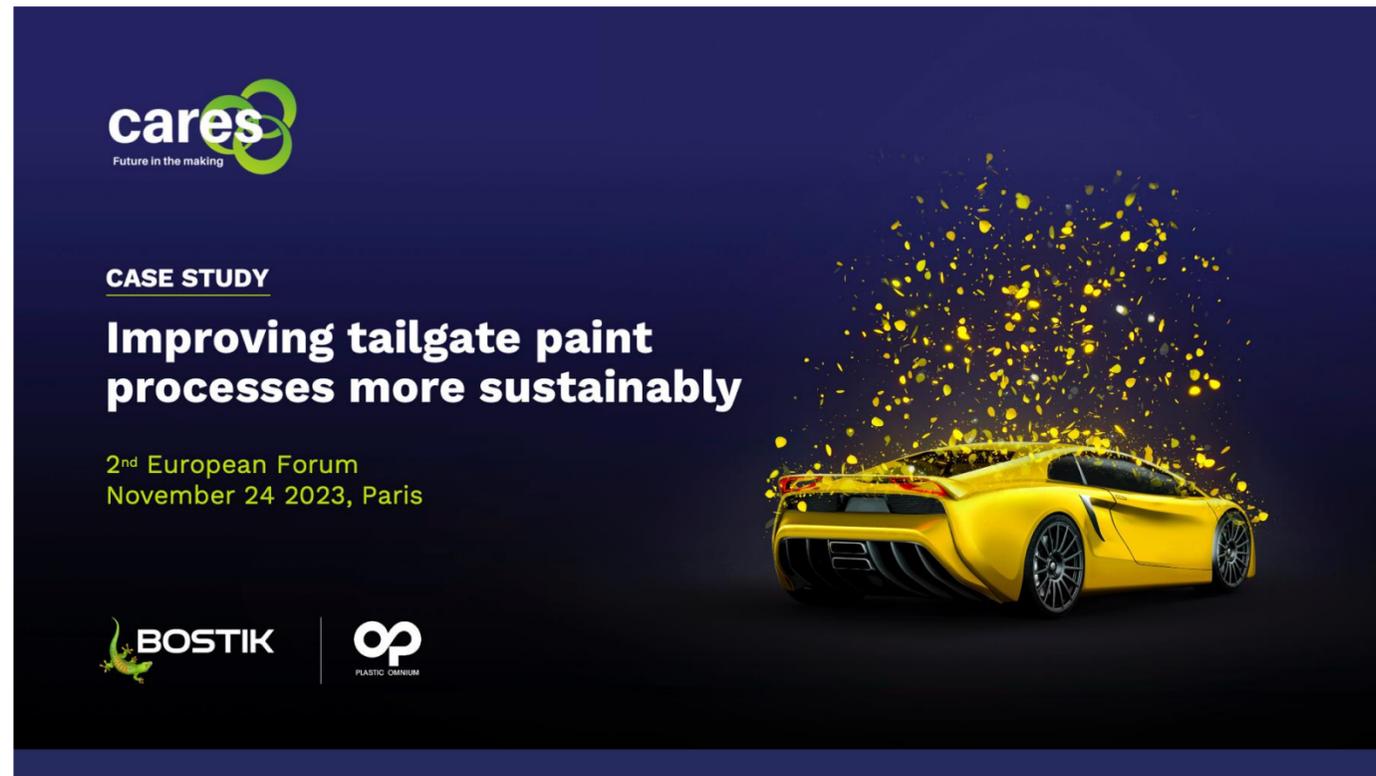


Bostik/Arkema stakeholders:

- Camille Eiferman
- Michaela Steng

Key projects

Bostik Mobility award-winning CARES forum presentations (2023 & 2024)

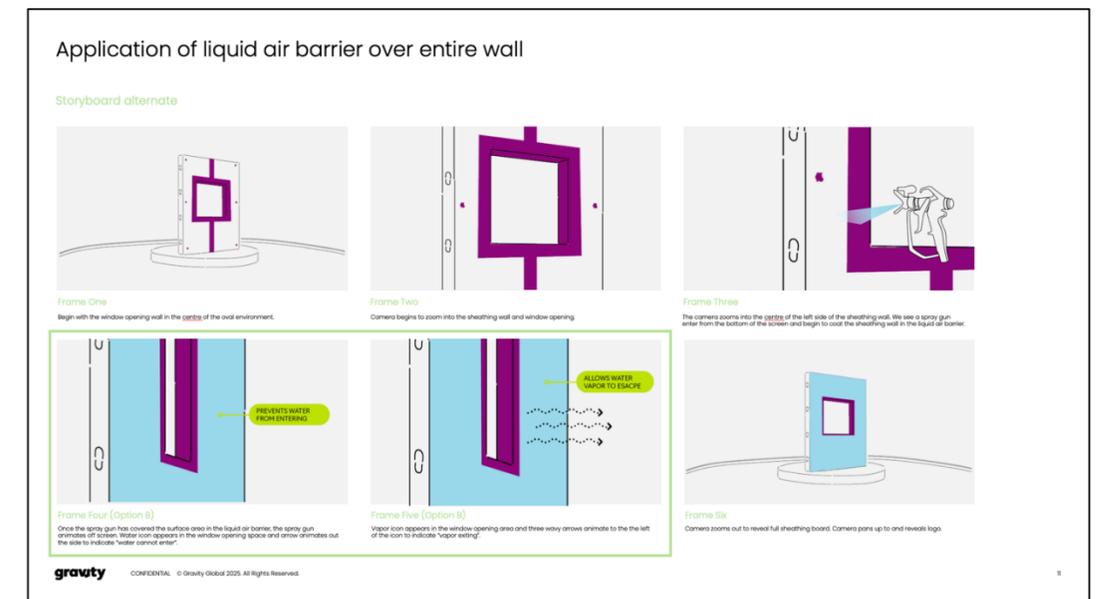
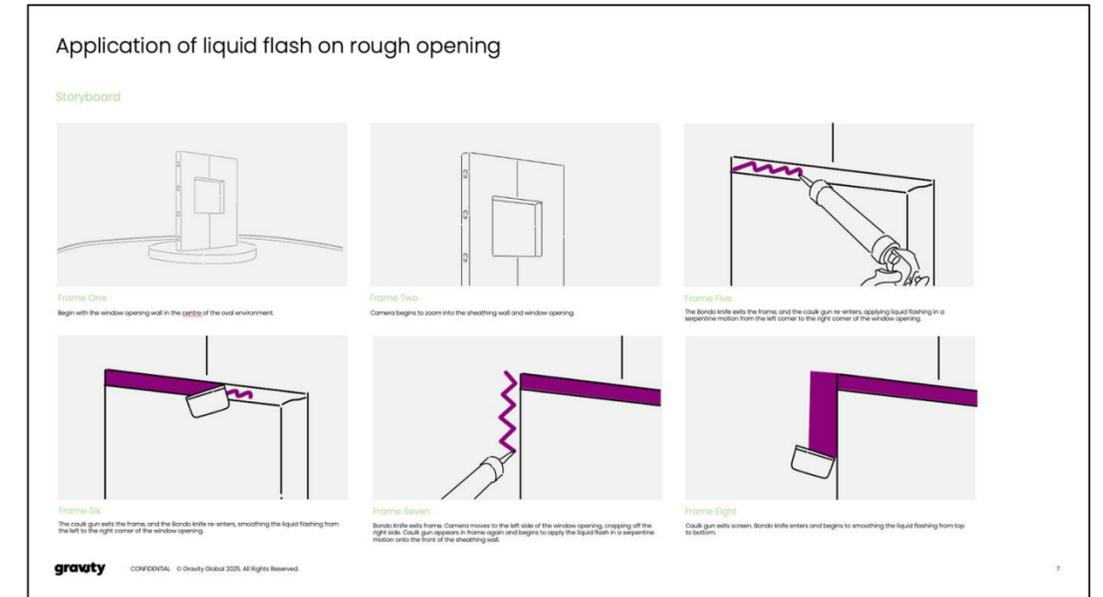
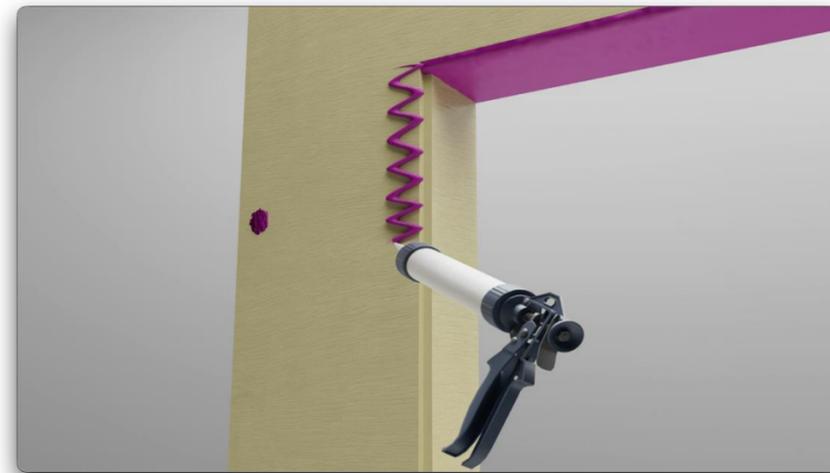
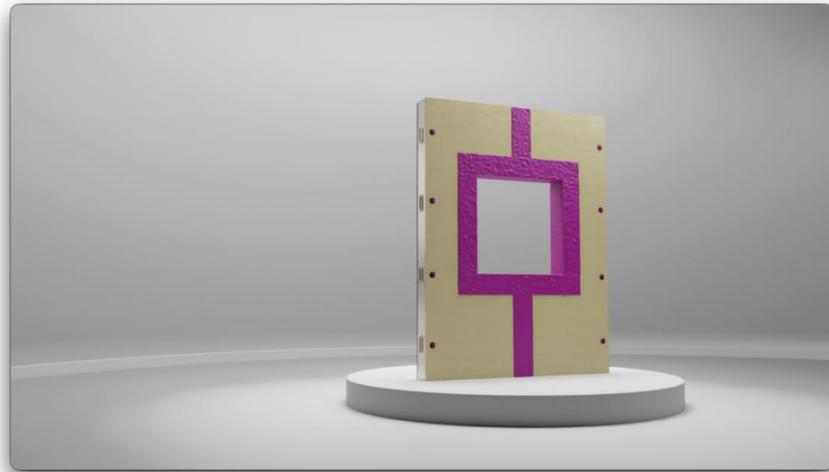


Bostik/Arkema stakeholders:

- Camille Eiferman
- Benoit Perrier

Key projects

Bostik Building Components 3D models and animations



Bostik/Arkema stakeholders:

- Keith Grover
- Brian Koennings
- Igor Leclere

Some case studies...

Case study: Focusing attention on a product truth



ECOLAB[®]

Developing a cleaning team, in a tablet.

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

Overview



The Challenge

Small format restaurants lacked tailored cleaning solutions to address rising costs, limited space, and a customer experience needs.

Ecolab aimed to position ReadyDose™ as a game-changing cleaning program for the U.S., UK, and APAC markets. We also needed to build a similar campaign for Unit Dose, the Sysco reseller version of the product.



Approach

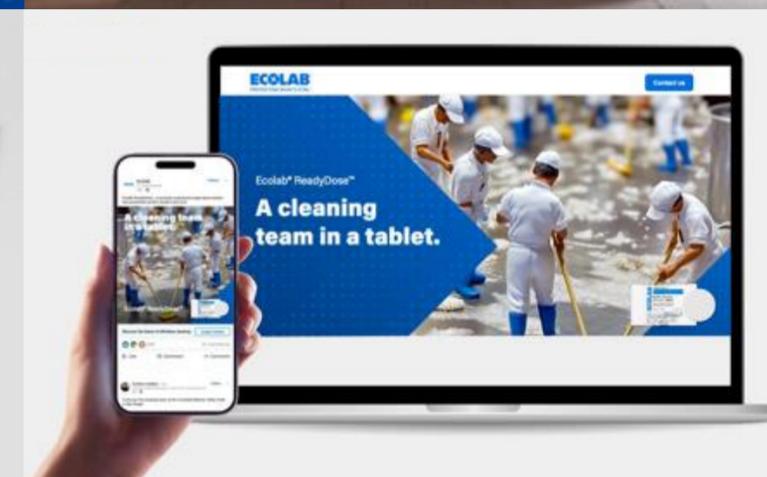
We conducted global research to uncover the unique needs of small-format operators: U.S., independent operators prioritized cost-effective, easy-to-use solutions, while in China, coffee and tea chains demanded consistency across thousands of locations.

We positioned ReadyDose™ as “A Cleaning Team in a Tablet,” delivering a compact, intuitive solution tailored to the needs of these diverse markets.



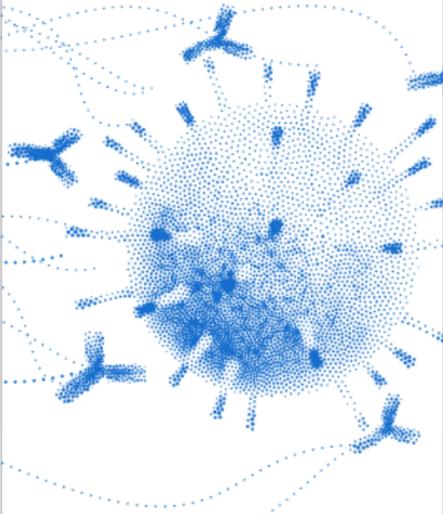
Results

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



The new standard
in purification.

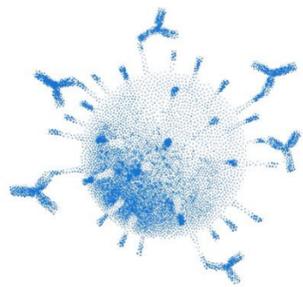
The Power of
Purolite™ Resins



ECOLAB
LIFE SCIENCES

Tell Your Team

The Power of
Purolite™ Resins



Bring treatments
to patients faster.

The Power of
Purolite™ Resins



ECOLAB
LIFE SCIENCES

Tell Your Team

So you can lower
production costs.



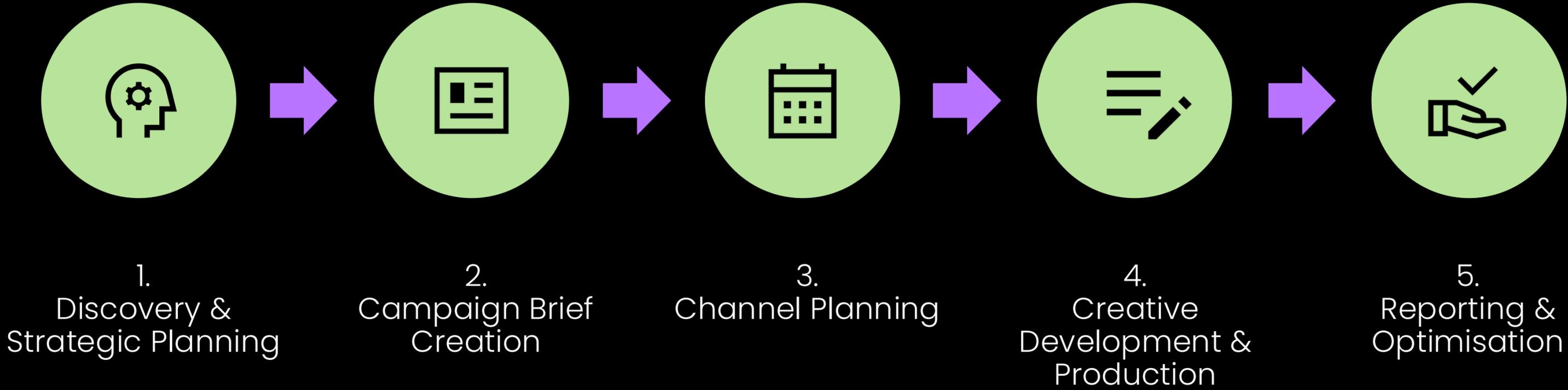
ECOLAB®

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

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).

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.

Bostik Campaign Brief

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

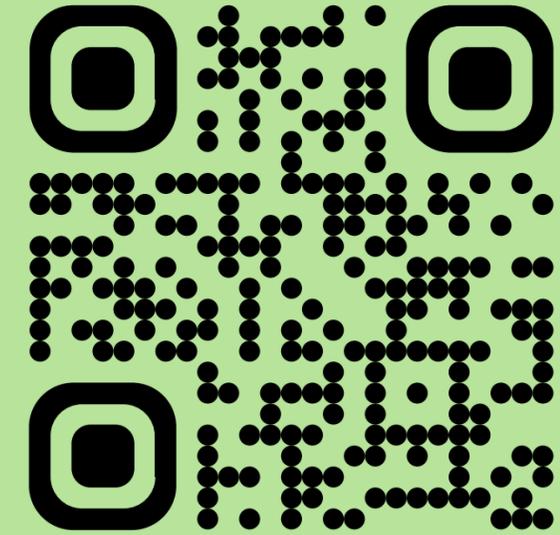
Bostik division
Project
Job number
Date
CS contact

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.

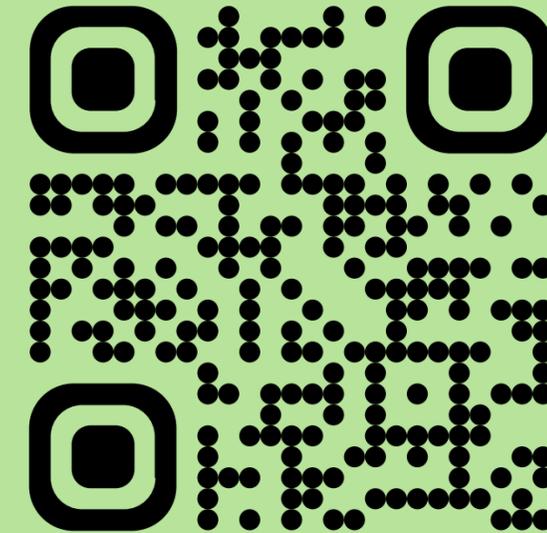
 gravityglobal.com/Bostik

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

gravity



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Obrigado

Merci

Mahalo

Thank you

Gracias

Dziękuję

Arigato



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