

## Who We Are

**G&S Business Communications is an independent B2B and B2B2C communications agency with over 55 years of experience helping organizations navigate complexity and build momentum.**

We focus on regulated, high-stakes industries where clear, credible communication is a competitive advantage.

We are part of the **G&S Integrated Marketing Communications Group**, with offices in New York, Chicago and Raleigh, and offering integrated support in 65 countries through our partnership with PROI.



**55+ years**  
Independently-owned

Global support in **65 countries**  
through PROI partnership

Offices in  
**New York City, Chicago & Raleigh**

## Our Momentum Model

Unified brand, narrative, and positioning architecture, shaped by industry context



Measured gains in adoption, velocity, reputation, trust and business impact over time

Integrated strategy and activation across channels, partners, sales, and employees

## The Problem We Solve

**Today's operating environment is more fragmented and faster-moving than ever.** Yet most organizations are still structured to operate in silos, forced to choose between strategy or execution, brand or performance, earned or paid, human insight or AI at scale.

### Increasing Regulation

Industries face mounting scrutiny, requiring communications that are precise, compliant and credible.

### Expanding Stakeholders

Buyers, partners, regulators and influencers all need different messages from the same organization.

### AI-Shaped Perception

Generative AI is shaping how audiences discover and evaluate brands before any direct engagement

### Compressing Decisions

B2B and B2B2C buyers move faster, raising the bar for clarity, relevance and speed-to-trust.

## Our Proprietary Advantage

Products, Services & IP



### CLARITY

- *G&S iPower™*
- *G&S Compass™*
- Brand Strategy & Identity
- Brand Transformation
- Digital Resonance
- Strategic Messaging
- Narrative & Positioning
- Leadership Alignment
- Insights & Intelligence



### ACTION

- Campaign Strategy & Integrated Pulses
- Public Relations & Earned Influence
- Thought Leadership Platforms
- Issues, Crisis & Risk Communications
- Content & Creative
- Digital, Social & GEO
- Paid Amplification
- Advertising & Demand Generation
- Sales & Channel Enablement
- Partner & Employee Activation



### MOMENTUM

- *G&S PerceptionPulse™*
- Reputation & Trust Tracking
- Insights & Measurement
- Performance Dashboards
- Continuous Optimization

## Our Sectors

Our system is strengthened by deep immersion in a select set of industries.



**ADVANCED  
MANUFACTURING  
& INDUSTRY**



**AGRIBUSINESS**



**HEALTHCARE**



**HOME &  
OUTDOOR LIVING**



**PROFESSIONAL  
SERVICES**



**With us, your story becomes a system. Your system becomes an advantage.  
And your advantage becomes momentum.**

