

GAIN



REBEL THINKING
REAL RESULTS

Services Definitions

2025/26



About us

About GAIN

Our mission, who we are, global reach

Why GAIN

Our differentiators, our e2e offering, and accreditations

Ways of working

Social value

Business Unit

Our Services

Service overview

Service descriptions

Case Studies

Contact us

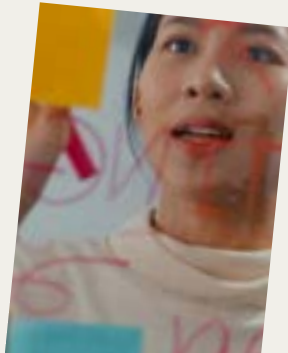
About us

GAIN®



GAIN

We are pioneers in
partnering with public
sector organisations to...

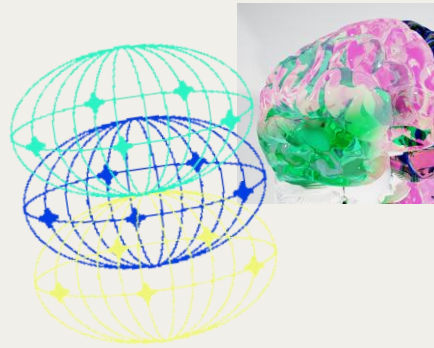
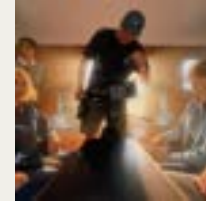


Who we are

**DELIVER
SERVICES
THAT TRULY
WORK FOR
PEOPLE**



CREATIVE



DATA



TECH

We believe the greatest impacts come from human ingenuity and creativity, powered by robust data and tools.



GAIN

A little about us

One company



650 people **worldwide**

Five specialisms



Unlimited potential

THIS BRINGS DEEP GOVERNMENT EXPERTISE



Paired with innovation, knowledge and skills from wider sectors and specialisms.

Meaning strategic excellence that's focused on not only meets standards but challenges thinking and demonstrably improves outcomes for citizens.

Deep insight from top-tier collaborations

We work hand-in-hand with the biggest names in the industry to stay ahead of the curve. As a Premier Partner with Google and Meta (placing us in the top 3% of agencies), and an official TikTok Marketing and Shop Partner, we gain early access to exclusive features, platform betas, and deeper data insights - all of which help us deliver smarter, more impactful work.

Being partners with leading tech and marketing organisations allows GAIN to offer CLC significant advantages in digital

transformation, outreach, and analytics. As an Amazon Advertising partner, GAIN can supercharge e-commerce, reach niche audiences, and optimise cross-platform campaigns for CLC. Premier Google Partnership grants access to advanced tools and campaign insights, ensuring search, display, and YouTube activities deliver measurable outcomes.

Our Klaviyo Partnership could help elevate CLC's email automation and personalisation, driving journey-based student communications and nurturing alumni connections.

amazonadvertising

Google
Partner

Meta
Business Partner

2025
Microsoft Advertising
Partner

klaviyo
PARTNER

Acquia
Systemed Partner

TikTok
Marketing Partners

tagger
by Sprout Social

Google Partner
PREMIER 2025

Google Trends

Circle
Member
SQUARESPACE

shopify partner

PartnerStack

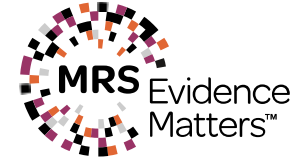
Accreditations and professional communities

We work hand-in-hand with the biggest names in the industry to stay ahead of the curve. As a Premier Partner with Google and Meta (placing us in the top 3% of agencies), and an official TikTok Marketing and Shop Partner, we gain early access to exclusive features, platform betas, and deeper data insights - all of which help us deliver smarter, more impactful work.

Being partners with leading tech and marketing organisations allows GAIN to offer CLC significant advantages in digital

transformation, outreach, and analytics. As an Amazon Advertising partner, GAIN can supercharge e-commerce, reach niche audiences, and optimise cross-platform campaigns for CLC. Premier Google Partnership grants access to advanced tools and campaign insights, ensuring search, display, and YouTube activities deliver measurable outcomes.

Our Klaviyo Partnership could help elevate CLC's email automation and personalisation, driving journey-based student communications and nurturing alumni connections.



BIMA



BRISTOL CREATIVE INDUSTRIES



W3C®



COLLABORATIVE BY DEFAULT

We work as 'One team' with our clients bringing our multi-discipline expertise to deliver real results efficiently and effectively.

Our team of user-centred design, delivery and strategy experts work as one to solve problems from every angle, quickly, collaboratively, and with precision.



We focus on return on investment

We're passionate about measuring user behaviour in response to design improvements, it informs our deeper understandings of people and how they live their lives.

This also demonstrates where the value of investments have delivered operational and commercial value.
It's always about value for money.



GAIN

We are big enough to scale, small enough to care

How we work

As GAIN we provide dedicated teams to deliver end-to-end service and experience design solutions, to seamlessly integrate with your business.

Because of our UK and Global footprint, we can scale rapidly, with access to over 800+ specialist staff and 4,000+ contractors. And with extraordinary specialist skills in data science and growth marketing services we can strengthen commercial opportunities.



Our social values

Accessibility and inclusivity are the values on which we were founded. We call it Humanising technology and apply this lens to drive social impact across 5 priority themes.

Levelling the field **EMPLOYMENT**

We're committed to inclusive and accessible employment, so there's a few ways we're closing the gaps. Digital industries can present a specific set of barriers to entry, like access to equipment or software. To support young people, we offer paid internships, work experience,

the Strive mentorship, workshops and we partner with local youth CICs like Babbasa. We always use optimised recruitment practises to reach marginalised groups.

Learning & education **INNOVATION**

21 years of experience and expertise free of charge with our thought leadership initiatives. Our Founder co-authors the WCAG government guidelines. We run Virtua11y, a free online accessibility conference, every year. We also host paid for events where we allocate diversity scholarship tickets, creating access for those who wouldn't be able to attend otherwise.

Building communities **SOCIAL**

We conduct 240 research sessions per year, giving marginalised groups and communities a voice. We see every project as an opportunity to have a positive impact on real communities. Our work in the public and charity sectors sees us turn community insight into tangible change. We creatively seek out research participants, deliver insights with actions and arm our clients with the tools to grow, foster and improve their communities.

Supporting business **GROWTH**

We help our clients grow in the ways they need. 70% of our annual turnover is in the



public sector, actively working on improving digital services for citizens. We're proud of this and intend to retain it as we grow.

Working in this space means we bring our thought leadership to the public sector, elevate the discussion around accessibility and inclusion and deliver added value free of charge. This builds capability and self-sufficiency long term.

Design for the planet **ENVIRONMENT**

Sustainable design is at the forefront of our minds. We are deeply committed to our carbon reduction plan which aims to see us carbon neutral by 2030 and net zero by 2050.



GAIN Creative Studios

We bring big ideas and content to life - shaping brands that stand out, sparking conversations, and making a real impact.



**We create inclusive,
user-centered
experiences that drive
measurable business
impact for public and
private sector
organisations.**

Our tailored services deliver seamless interactions and meaningful connections with audiences across multiple platforms. Leveraging extensive research, innovative design, and advanced technology, to drive deeper engagement, higher conversion rates, and purposeful growth.

We work alongside public sector teams to design and deliver inclusive, accessible services from day one, ensuring every user can understand, use and trust critical digital journeys, regardless of digital maturity, ability or background.

Service Brackets

[Brand Strategy & Visual Identity](#)

[Creative Services](#)

[Creative Content Studios](#)

[Social & Influencer](#)

[Production Services](#)

[View selected](#) [Case studies](#)

GAIN

How We Do It

**WE SWARM
AROUND YOUR
CHALLENGE
FROM
DIFFERENT
ANGLES.**



Uniting every skill in our arsenal to deliver the type of deep understanding that leads to **disruptive creativity**. Our team of strategists, designers, engineers, analysts, and creatives work as one to solve problems from every angle, quickly, collaboratively, and with precision.

GAIN



OUR SERVICES



Overview of all our Creative services

Brand Strategy & Visual Identity

- Expert review
- Competitor/Comparator research
- Qualitative research methods (interviews, usability testing, diary studies, ethnographic observation)
- Quantitative (Surveys, Task analysis, basic experiments, and A/B tests)
- Recruitment screener
- Interview / discussion guides
- Usability testing (remote/in person)
- Analysis and synthesis of research data

Creative

- Dedicated Creative Production Service
- Scalable Copywriting and Editorial Production Service
- Campaign Reporting and Analytics Service
- Campaign Concept and Creative Development Service

Creative Content Studios

- Content Localisation and Adaptation Service
- Email Campaign Content and Asset Production Service
- Motion Graphics Design and Animation Service
- Film Content Production Service
- Digital Design and Creative Adaptation Service
- Creative Toolkit Development Service
- Content Planning and Editorial Strategy Service

- Campaign Concept and Creative Development Service

Social & Influencer

- Scalable Copywriting and Editorial Production Service
- Social Media Strategy and Planning Service
- Influencer Relationship and Campaign Management Service
- Community Engagement and Social Management Service
- Social and Influencer Content Production Service
- Communications Planning and Strategy Consultancy

Production Services

- Dedicated Creative Production Service
- Scalable Copywriting and Editorial Production Service
- Production Logistics and Talent Coordination Service

- Digital Media Production Service
- End-to-End Creative Production and Delivery Service

Brand Strategy & Visual Identity

We deliver purpose-led brand narratives and distinctive brand identities that are shaped by strategy and rooted in best practice. To deliver deep and lasting connections, and crucially, commercial impact.

Audience & Market Insights

We dig into the data and human truths that shape brand behaviour - translating audience understanding into sharper strategy and smarter creative.

Brand guidelines & toolkits

We create brand guidelines that bring clarity and consistency to your communications. From concise one pagers to comprehensive brand bibles, we define every element –ensuring everyone – your team, partners, and PR – speak with one voice.

Brand Identity

Your logo is your brand's visual voice. We craft iconic logos that resonate. From colour palettes to the very last curvature, we create an instantly recognisable stamp that people will instantly associate with.

Brand Naming

What's in a name? Using research, rebel ideas and critical thinking, we'll ideate names that reflect what your brand is and what it does differently. And craft a back-story based on brand truths to go with it.

G-Cloud Services

Dedicated Creative Production

Scalable Copywriting and Editorial Production

Strategic Workshop Facilitation and Alignment

Copyright and Intellectual Property

Compliance Consultancy

Audience and Market Insight Consultancy

Brand Positioning and Messaging

Consultancy

Brand Guideline and Toolkit Development

Brand and Visual Identity Consultancy

Brand Naming and Trademark Support

Tone of Voice Development and Governance

Brand Strategy and Visual Identity

Consultancy

Brand Strategy & Visual Identity

We deliver purpose-led brand narratives and distinctive brand identities that are shaped by strategy and rooted in best practice. To deliver deep and lasting connections, and crucially, commercial impact.

Brand positioning & Narrative

We uncover the space your brand can truly own - defining who you are, what you stand for, and why it matters. From there, we craft compelling stories that drive meaning, differentiation and relevance.

Copyright & legalities

By using our knowledge of international name and identity development, copyright, trademarking and intellectual property, we'll not only create a powerful identity for your brand but protect it for you too.

Strategic workshops & Stakeholder alignment

From founders to global teams, we bring stakeholders on the journey - facilitating sessions that build clarity, confidence and consensus around your brand's direction.

Tone of Voice

Every brand has its own tone - a signature way of saying things, otherwise known as your tone of voice. Just like your brand identity, we can help lay down some rules on how to use your words wisely and tonally convey your unique persona that your customers will want to engage with.

G-Cloud Services

Dedicated Creative Production

Scalable Copywriting and Editorial Production

Strategic Workshop Facilitation and Alignment

Copyright and Intellectual Property

Compliance Consultancy

Audience and Market Insight Consultancy

Brand Positioning and Messaging

Consultancy

Brand Guideline and Toolkit Development

Brand and Visual Identity Consultancy

Brand Naming and Trademark Support

Tone of Voice Development and Governance

Brand Strategy and Visual Identity

Consultancy

Creative services

We craft bold, culturally resonant campaigns that captivate attention, ignite engagement, and make brands impossible to ignore - across TV, digital, social and beyond.

Campaign Creation

From conceptualising the big idea to atomising them across channels, our creative teams, art directors and copywriters build standout campaigns that make people feel something.

Communications planning

We tackle our client's biggest business challenges with campaign strategies that turn chaos into clarity. Setting them up for creative greatness

G-Cloud Services

Dedicated Creative Production

Scalable Copywriting and Editorial Production

Campaign Reporting and Analytics

Campaign Concept and Creative
Development

Creative content services

A high-output, always-on content service built for brands and organisations that need agile, scalable content production. We deliver engaging brand stories across multiple formats, channels, and global markets at scale and speed.

Content localisation

We adapt, translate and tailor your content for global and regional markets-ensuring nuance, relevance and cultural fit, without slowing down production.

Copywriting at scale

From sticky social captions to long-form editorial and email series, we turn ideas into words that work hard across every touchpoint-always aligned with your tone, goals and audience.

Creative toolkits

From comms and content strategy, through to concept development and toolkit creation. Allowing fast, scalable activation across all channels and platforms, turning audiences into fans.

Dedicated production team

Whatever the need - social content, editorial, design, video, or all of the above - we bring the firepower, flexibility and focus to keep your content engine running full throttle. Plugging in seamlessly to deliver fast-turnaround, high-volume content that never compromises on quality.

G-Cloud Services

Content Localisation and Adaptation

Email Campaign Content and Asset

Production

Motion Graphics Design and Animation

Film Content Production

Digital Design and Creative Adaptation

Creative Toolkit Development

Content Planning and Editorial Strategy

Campaign Concept and Creative

Development

Creative content services

A high-output, always-on content service built for brands and organisations that need agile, scalable content production. We deliver engaging brand stories across multiple formats, channels, and global markets at scale and speed.

Design and creative adaptation
Need 50 asset variations by Friday? No problem. We take core campaign creative and transform it into channel-specific formats, localised executions, and fresh outputs.

Email content and campaign assets
Launch-ready, conversion-focused email content that fits neatly into your CRM flow. Designed to engage, inform, and drive action.

Film content
Whether it's a series, a single cut, or a reactive response, we move fast to produce video that connects. Shot, edited, and optimised for channels where pace and impact matter most.

Motion graphics
Motion graphics offer an excellent variation of content to your campaign. Working together to maximise your portfolio, we can produce a diverse range of motion graphic content, ranging from copy and design-led instructional videos to more advanced character and FX animations across 2D and 3D elements.

G-Cloud Services

Content Localisation and Adaptation
Email Campaign Content and Asset Production
Motion Graphics Design and Animation
Film Content Production
Digital Design and Creative Adaptation
Creative Toolkit Development
Content Planning and Editorial Strategy
Campaign Concept and Creative Development

Social & Influencer

We create culturally connected, social-first campaigns and authentic talent collaborations that don't just start conversations but create lasting communities and brand advocates.

Community management

It's not just about managing your own community; it's about building visibility and credibility with a whole new audience. From potential customers to brand advocates, we help you seek out conversations with people that matter.

Content creation

With an in-house creative and production team on hand, we plan and develop social-first content ideas, before bringing them to life across photography, videography, design, animation.

Content planning

We create defined content pillars to map out content. These pillars - informed by holidays, events, industry insights, key trends, and new data gathered from channels - provide a strong foundation to be created from, so that every post has purpose.

Influencer management

We go to great lengths to find people who embody the values of your brand. We work closely with influencers and talent to create content that is authentic and compelling to the desired audience, with results.

G-Cloud Services

Scalable Copywriting and Editorial Production

Social Media Strategy and Planning

Influencer Relationship and Campaign Management

Community Engagement and Social Management

Social and Influencer Content Production

Communications Planning and Strategy

Consultancy

Social & Influencer

We create culturally connected, social-first campaigns and authentic talent collaborations that don't just start conversations but create lasting communities and brand advocates.

Reporting & analytics

Everything we create is born out of real-life customer insight, because the best ideas are those that speak to your customers. To get this key information, we perform regular reviews of your channels and their content. And use this data to inform, develop or adjust your social campaigns.

Social strategy

To reach and convert the right customers, you need a solid social strategy. We'll dive deep into your platforms, content, and how you stack up against your competitors, to unearth instant opportunities, and craft a winning social strategy that drives real growth.

G-Cloud Services

Scalable Copywriting and Editorial Production

Social Media Strategy and Planning

Influencer Relationship and Campaign Management

Community Engagement and Social Management

Social and Influencer Content Production

Communications Planning and Strategy

Consultancy

Production services

Our in-house film, photography and editing teams control every element of pre, during and post-production, alongside an extended team. Giving us full control of our creative output.

End-to-end production services

With a supported team, we creatively and objectively control every element of pre, production and post, working with clients to ensure we deliver the brief in the most exciting, efficient and productive way possible.

Film and photography

Our skilled production team enable us to cover an extensive range of services to suit a wide variety of briefs, ranging from on-location lifestyle shoots, in-situ product photography, great and small studio-based productions, to capturing social content of brand ambassadors and influencers, and delivering high action showreels and brand films.

Locations, talent and styling

As part of our end-to-end services, we offer pre-production planning that takes your content to the next level. We have members of the team who are skilled in scouting both locations and talent, finding you the best backdrops and/or talent for your brand.

G-Cloud Services

Dedicated Creative Production Service

Scalable Copywriting and Editorial Production Service

Production Logistics and Talent Coordination Service

Digital Media Production Service

End-to-End Creative Production and Delivery Service

GAIN

OUR WORK IN ACTION



**REBEL
THINKING
REAL
RESULTS**



TS . REBEL THIN

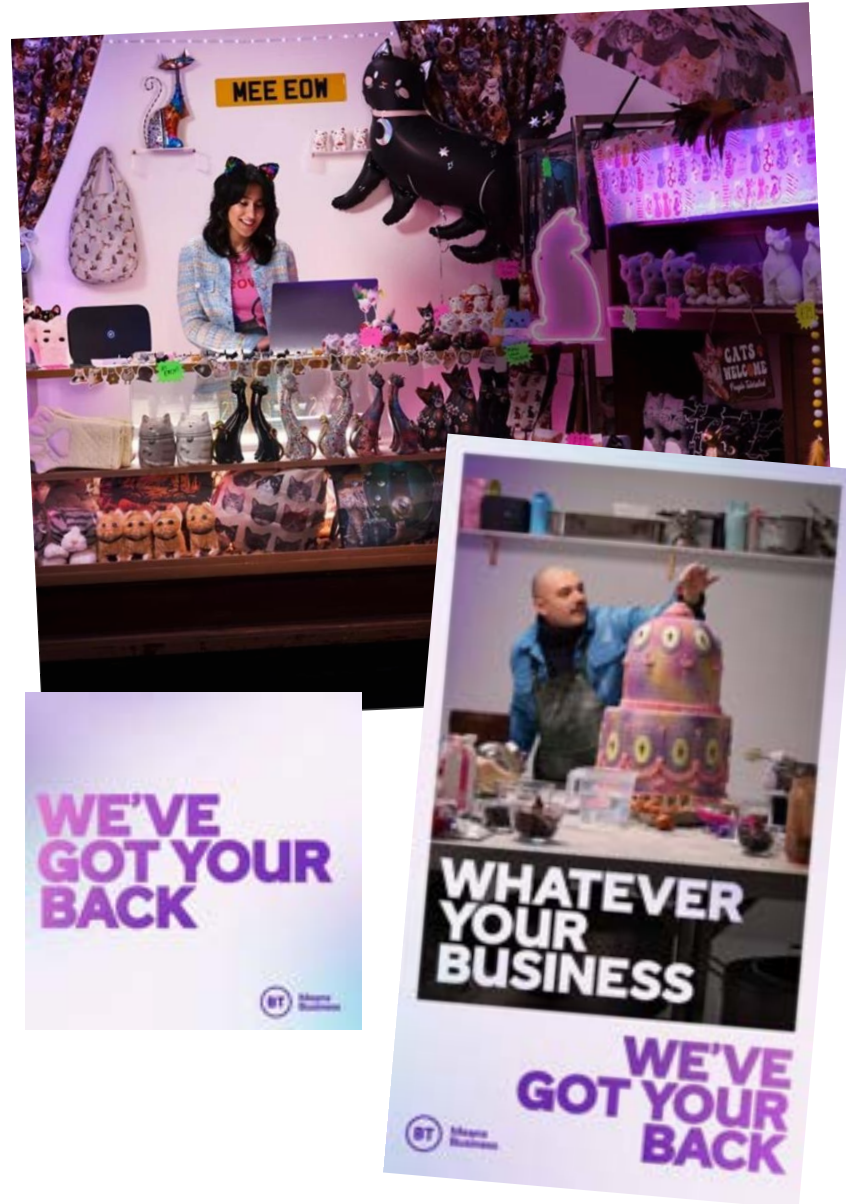


GAIN

BT Brand Campaign

UNITING AN ENTIRE WORKFORCE

BT has a workforce of thousands, so when they made a public promise to have the backs of every single business in the UK, they had to be sure their team could deliver on it.



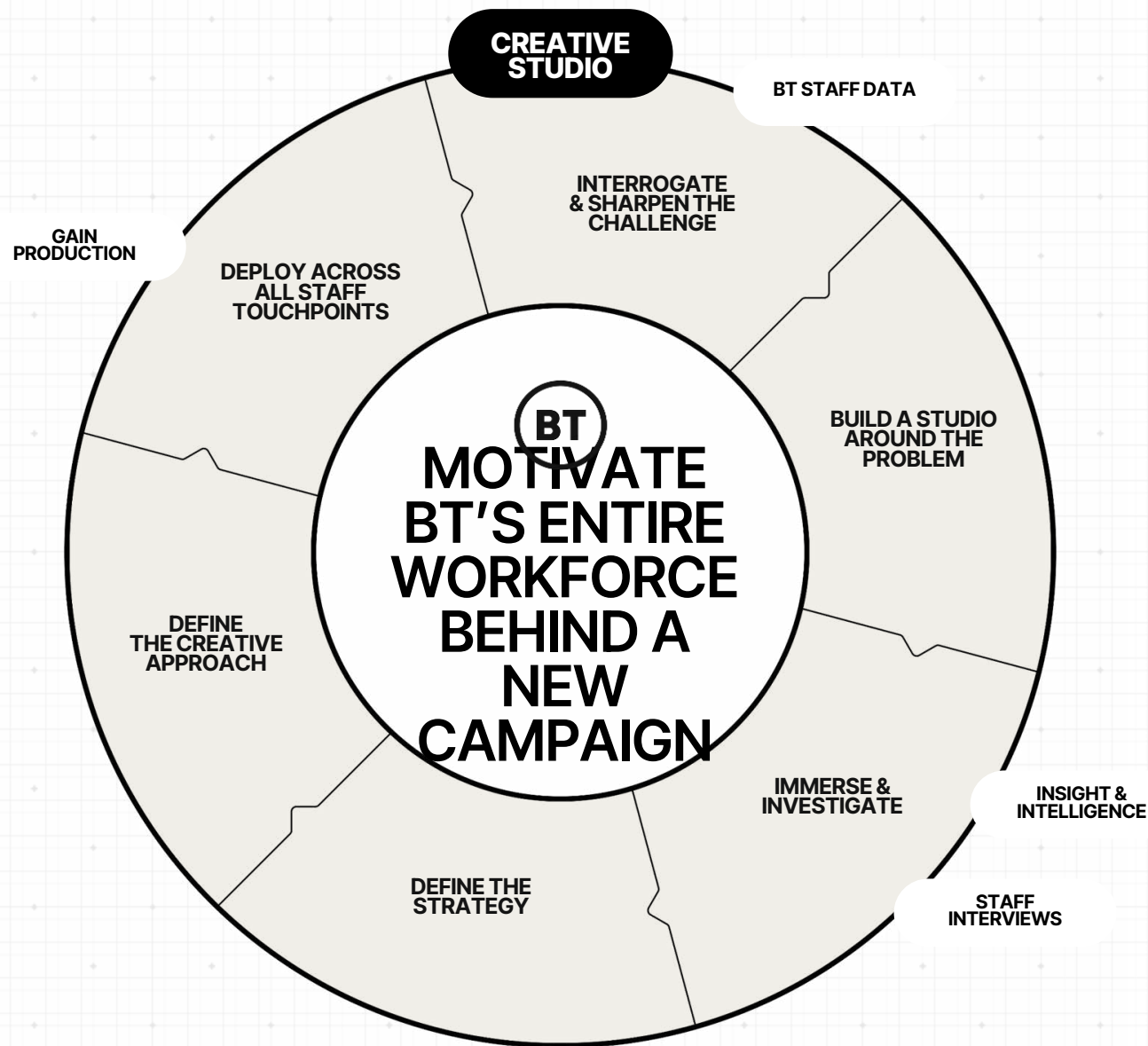
Our challenge was to get each and every person in the organisation inspired, empowered and ready to rise to the challenge, in a large-scale activation campaign that would touch every desk, device and depot.



GAIN

The CREATIVE FOCUS Model in Action

We leaned into GAIN's insight, tools and expertise to understand how to motivate and inspire a workforce and change behaviour in a large organisation.





**"Motivation
doesn't cause
action.
Action causes
motivation."**

Neil Pasricha

**Action creates motivation,
not the other way around.**

So we needed to start by celebrating the incredible actions they were already taking, and the impact that was having, to make them feel proud and motivated to keep building upon that.

A complete reframe of what everyone did.

A motivating, galvanising boost. A reminder of how big a difference every person at BT makes to UK businesses. And it was everywhere.

Wall's, floors, on their socials, even in the loo's. It was impossible to move without being reminded of just how brilliant they were.

We're the performance-under -pressure business

Every 999 emergency call comes through our UK call centres.



We're a game-changing-deal-making
-cyber-threat-defending-business-
boosting-timezone-connecting
-portfolio-pioneering-difference-
making-team-building-dot-connecting
-glitch-fixing-skill-boosting-future-
proofing-industry-shaping business



"After the huge excitement and buzz of last week's launch I wanted to get in touch to thank you for all your input and hard work. In particular, the efforts on the internal launch, from developing the creative concept and messaging to taking this out into so many touchpoints, photoshoots, film shoots and facing into the myriad of challenges of managing our in-office installation. I know a lot of thought went into this and you were on hand out-of-hours, so thank you!"

**Head of Brand & Communications
BT**

Barbour.

GAIN

Barbour Content Series

IT'S A WAY OF LIFE

thisisgain.com

Barbour is a heritage brand with a deeply consistent aesthetic.

It is connected to a countryside way of life built over generations.



Our challenge was to re-contextualise that heritage and legacy in a way that was relevant to today's fast fashion, social-first generation.



The call of the wild, the urge to get outdoors, and the appreciation for the countryside is still just as strong as it ever was.

It just shows up a little differently: People's love of the outdoors is a deep interest in social channels; and many get their outdoor fix through the little screen.

GAIN

Creative Idea

The Barbour way of life.

Authentic, entertaining and native content for Instagram, YouTube and TikTok. This was pure brand storytelling, balancing the other side of the marketing plan, which is all about partnership and driving news.

A social-first documentary series that celebrated people living the Barbour way of life - those with a pro-nature attitude and an appreciation for countryside and craftsmanship. This format allowed us to show an eclectic mix of characters.

Each shoot was designed as a single production moment, delivering a hero long-form film alongside a bank of channel-specific organic assets optimised for Instagram, TikTok and YouTube. This approach ensured every story was amplified across platforms in a way that felt native and engaging, while also building a growing library of authentic Barbour stories.



The series has become Barbour's best-ever performing social content, driving new conversations and cut-through across platforms, particularly impressive for fully organic content with no marketing spend behind it:

250%

Uplift in impressions
vs brand average

500%

Uplift in engagement rate
vs brand average

Record-breaking click-through-rates
and watch-through rates.

"An agency for today. They don't think like an agency of the past, they understand that agencies have had to evolve, to stay ahead of the demands of audiences. They are nimble, passionate, cost effective and a great group of talented people. They really are an invaluable partner and their contribution to our brand's growth has been instrumental"

**Global Head of Brand
Barbour**



GAIN

Design & Brand Development

MAKING SNACKTIME SENSATIONAL

Over the years, Shaken Udder had drifted into marketing within milkshake category norms, with a silly, slightly childish way of presenting the brand.



But it didn't sit quite right with them, and it wasn't distinctive in a category where everyone was doing that.

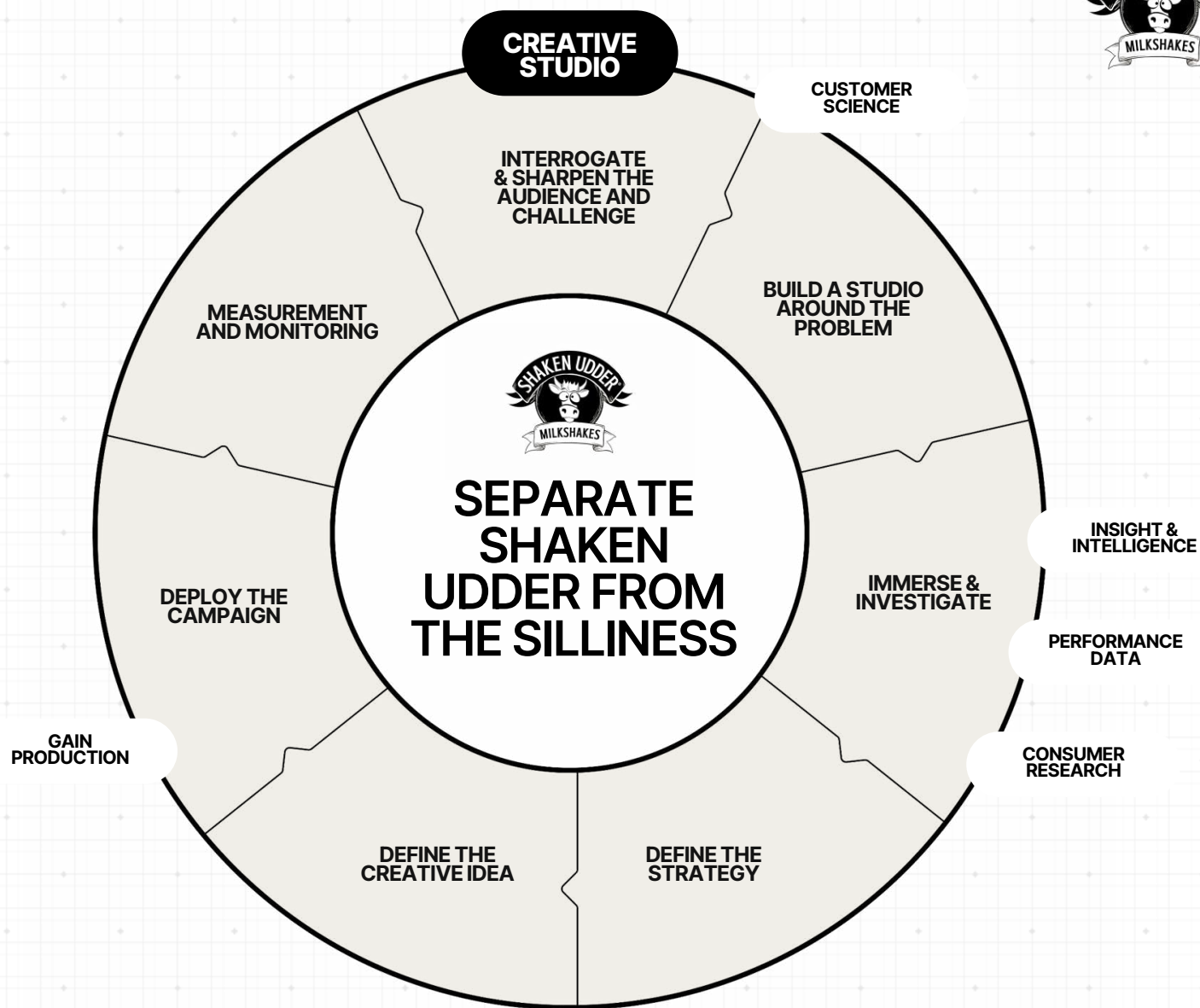
This was a decadent product with high quality ingredients that needed to be marketed as such.



GAIN

The CREATIVE FOCUS Model in Action

We used GAIN's customer science and performance expertise to understand how adult snackers shop, and to look for insights around adult snacking behaviour; as well as conducting bespoke consumer research.



For adults, a snack is a fairly rare occasion and something they approach as a more conscious and considered choice.

"I don't snack as much these days, so if I'm going to snack, I want something that's worth it."

GAIN consumer research



GAIN

Creative Idea

Sensorial snacking.

Bring to life the full sensory experience that makes Shaken Udder so extremely satisfying.







GAIN

loop

D2C brand and performance

FINDING NEW AUDIENCES FOR LOOP

In its early days, Loop Earplugs sold via brick and mortar retailers.

But as the pandemic hit, their sales dropped significantly.



The brand wanted to switch to a D2C model and find new audiences - beyond their niche around nightlife.

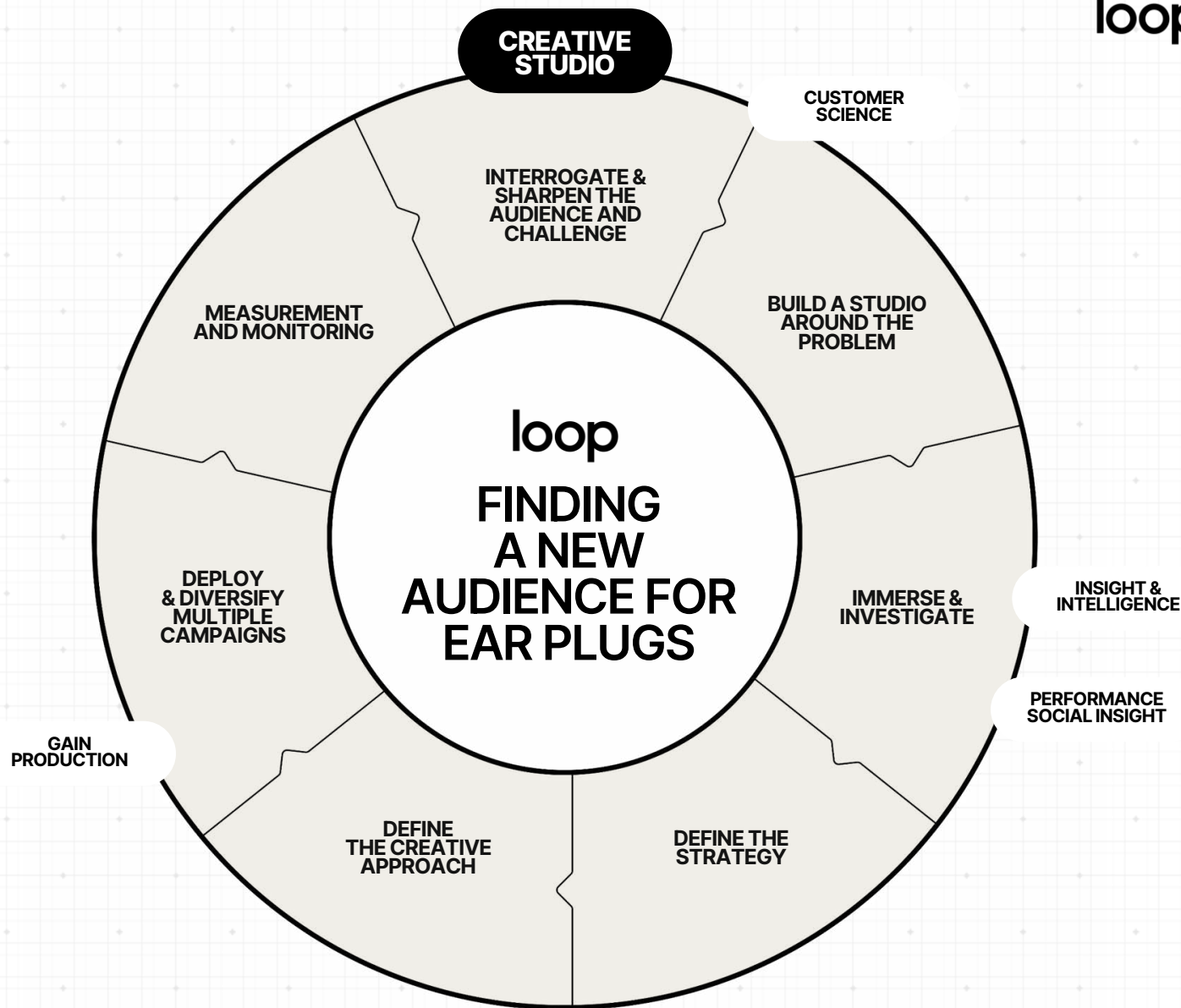


GAIN

loop

The CREATIVE FOCUS Model in Action

GAIN Creative Studios + GAIN Performance mapped out the many different reasons people might want noise reduction. New use-cases found us new audiences.



It's not just loud nightlife that requires Loop:

From new parents, to people with sensory sensitivities, so to those with noisy neighbours, to those with a big deadline looming, to people with a noisy commute.



Surround these audiences with tailored messaging and creative work as diverse as they are.

A multi-platform, multi-format, highly tailored approach:

From eye-catching images and videos
to memes and interactive content.

Social, influencer, SEO.



loopearplugs



CHEAPER THAN MONTH OF COFFEE

Your brain doesn't need more caffeine, it needs peace

Discover earplugs for focus



loopearplugs

JOHN SNORES

John had to go to the pharmacy at 3am because he didn't have loop Quiet earplugs for his date.

Don't be like John.

Try with 100-day free returns



Bouchons d'oreille Loop Experience plus

loop loopearplugs

THE PERFECT FOCUS SESSION DOESN'T EXIST



Join the 10M+ who finally told background noise to hush

FAST COMPANY | Wirecutter



loop loopearplugs

loop loopearplugs

WHY IS IT SO HARD TO FOCUS?

Loop Quiet earplugs
create your quiet zone

Try with 100-day returns



loop loopearplugs

Loop Experience earplugs

Loop Quiet earplugs

I'M NOISE SENSITIVE,

of course, I have 3
different types of earplugs

Loop Engage
earplugs



EARPLUGS

for party lovers

loop loopearplugs



THE LAST EARPLUGS
YOU'LL EVER OWN



loop loopearplugs

WHICH EARPLUGS FIT YOUR VIBE?

loop loopearplugs

SLEEP THROUGH (ALMOST) ANYTHING

Loop Dream earplugs
create your perfect quiet



Try with 100-night free returns



loop loopearplugs



SENSITIVE CONTENT

These earplugs may make
noise a distant memory

Let's **talk**

Ways to get in touch

Gain Creative Studios

gcloud-enquiries@thisisgain.com

