

CELEBRATING ONE YEAR OF  
**THINKING  
BIG**

**G&S.** Integrated Marketing  
Communications Group



Business Communications  
a G&S. Agency



MorganMyers  
a G&S. Agency

## YEAR IN REVIEW



Integrated Marketing  
Communications Group

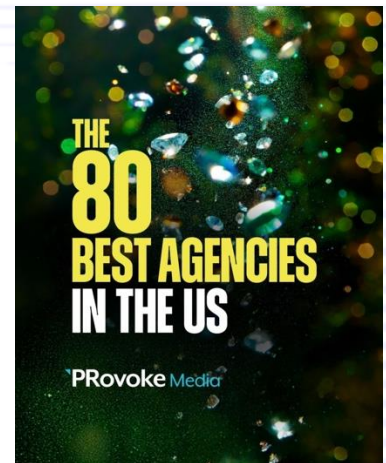
### 2024 was truly a breakout year for us.

With deep roots as an independent agency and a clear mission to help innovative companies change the world, we evolved to meet the moment — and increased our momentum.

We made a strategic acquisition that reshaped our future, launched new programs to empower both clients and employees, won industry-defining creative work, and deepened our leadership in agribusiness and food communications. We grew revenue by **13%**, reaching **\$30.34 million**, all while staying true to our values and people-first culture.

We were named one of the **80 Best Agencies** in the United States by PRovoke Media and earned multiple distinctions in [O'Dwyer's rankings](#) — including #1 in agriculture, #3 in industrial, Top 20 in food and beverage, Top 35 in healthcare, and Top 15 in professional services. We were also honored as an [Agency Elite Top 120 winner by PRNEWS](#) and the 68<sup>th</sup> largest global firm by [PRWeek](#).

Ours is the story of a modern agency on the rise — building brands with gravity and a workplace with soul.



## YEAR IN REVIEW

The acquisition of MorganMyers in June of 2024 enabled a pivotal evolution in how we structure and scale our business. We established the [G&S Integrated Marketing Communications Group](#), a multi-agency platform that oversees our two go-to-market brands.



*Serving innovative, impact-driven brands  
through a multi-agency model.*



**A leader in B2B and B2B2C  
marketing and communications,**  
serving Fortune 500, mid-market, and  
high-growth brands across industries.



**A powerhouse in agriculture  
and food communications,**  
known for launching cutting-edge  
ag technologies and effectively  
communicating industry initiatives.



**More than 30 industry awards for 2024 work, including an IN2 SABRE for Ag in :60 and  
We Are the 96% winning Best In Show at the National Agri-Marketing Association  
(NAMA) Awards and an Award of Excellence for the PRSA Silver Anvils.**



## OUR SECTOR LEADERSHIP

# Further Outpacing the Competition as the Leader in Agricultural Communications

We continued to lead the agribusiness sector — a position built over decades but sharpened by innovation.

In 2024, we launched our AI-powered analytics studio that helps food and ag brands better understand their audiences, navigate shifting policy landscapes, and communicate with confidence. We also led the industry conversation around sustainable protein, climate-smart farming, and food traceability.

Our client portfolio spans farm to fork — from producers to processors to global CPGs and farm associations.



Over the past year, we have helped long-time clients navigate growth and transition, while winning new business from emerging leaders and industry disruptors.

We continue to be ranked by [O'Dwyer's](#) as the top PR firm specializing in agricultural communications to growers, processors, trade associations, restaurant suppliers, distributors, and consumer packaged goods companies.

## OUR THOUGHT LEADERSHIP

### Building Brand Gravity: A Platform for Industry Voices and Vision

As part of our commitment to thought leadership, G&S just launched season three of [Building Brand Gravity](#) — a podcast series dedicated to exploring how brands earn trust, inspire action, and drive meaningful change. Now in its third season, the show features candid conversations with marketing and communications leaders, entrepreneurs, and innovators across sectors like agriculture, technology, healthcare, and beyond. Each episode unpacks the strategies and stories behind today's most magnetic brands or ideas, offering insight into how organizations can grow not just visibility, but influence.

Hosted by G&S leaders Anne Green and Steve Halsey, the podcast has become a go-to resource for brand builders seeking inspiration and practical takeaways. With guests ranging from startup founders to Fortune 500 CMOs, Building Brand Gravity reinforces G&S's position at the center of industry dialogue — where strategy meets substance, and bold ideas drive business impact.





## OUR THOUGHT LEADERSHIP

### Commitment to Industry Leadership

G&S remains active in shaping the industry and how it evolves and responds to an ever-shifting professional landscape. Industry leadership in 2024 included:

Anne Green (CEO) serves as co-chair of the [PR Council Ethics Task Force](#). In that role, she helped lead the development of the PRC's "Ethical Guidelines for Generative AI" - the industry's first guidelines to formally address AI use among agency and client-side organizations. She also co-chaired creation of the newly launched PRC "Ethical Guidelines for Digital Communications." In addition, she is a member of [Page](#).

Steve Halsey (Chief Growth Officer) is a member of the [Page Up](#) operating committee, a former global chair, and part of Page's thought leadership committee. He is also a regular contributor to several industry publications.

Other principals are also active in key organizations - Stephanie Moore (MD, Client Service) as a board member of [Ag Relations Council](#), Ron Loch (CFO) as leader of the **PRC's COO/CFO Forum**, Brian Hall (President) a guest lecturer at the [College of Communication at DePaul University](#), and Kate Threewitts (CHRO) as an active member of the **PRC's HR Community** as well as [SHRM](#).



## OUR COMMITMENT TO OUR PEOPLE

### Fostering a Welcoming, Inclusive, and Flexible Workplace

Our people are the heart of our success. We focus on building a culture of innovation and inclusion to create meaningful opportunities for development and long-term career growth. G&S has worked to ensure that everyone has the tools, support, and environment that they need to thrive.

We have doubled down on creating a workplace that empowers our people to grow, both professionally and personally.

Our **FlexConnect** model gives team members the freedom to choose which days they come into the office based on their and their team's unique schedules. We also offer a four-week work anywhere option to allow for added flexibility while serving our clients.

We continue to value in-person connection and collaboration, balancing flexibility with accountability to our teams and clients.

We have also rolled out a dedicated **Udemy** portal along with individual and group trainings to ensure our team is equipped to better serve our clients in an ever-changing marketing and communications landscape.



**FlexConnect™**  
The next evolution in our hybrid work model

**FLEXible**

↓

Empowering you and your work team(s) with the flexibility to decide **WHERE** you work best to deliver client service excellence.

**CONNECTIONs**

↓

Maintaining the impactful connections which power creativity, nurture collaboration, build trust and foster growth — whether **IN-PERSON OR VIRTUAL**.



## OUR 2025 INITIATIVES

With all the change and opportunity, 2024 was a year of pivoting quickly, staying aligned with client values and operating with transparency and empathy. Our purpose is simple: **to help innovative companies change the world.** In a year marked by rapid change, our values anchored us — and propelled us.

We established our **Gen AI Enablement Team** to guide our pilots, policies, and responsible adoption of emerging tools. G&S is helping shape industry standards, with Anne Green co-leading the PR Council's development of the Ethical Guidelines for Generative AI.

The logo for Gen AI Enablement features the words "GEN AI" in a large, bold, sans-serif font, with "ENABLEMENT" in a smaller, bold, sans-serif font below it. The letters are filled with a vibrant, multi-colored gradient of purple, blue, orange, and yellow.

Our Corporate Social Responsibility initiative aligns our values with the clients, industries and communities we serve. Harvesting Hope creates meaningful community action through positive local impact.

The logo for Harvesting Hope features the words "HARVESTING" and "HOPE" in a bold, sans-serif font. The letters are filled with a vibrant, multi-colored gradient of purple, blue, orange, and yellow.

We have long supported diversity, equity and inclusion, making it a core value of our business. Our focus, shaped by employee input, creates a better workplace, enhances structures, aligns our agencies, and makes inclusion a strategic priority for growth.

The logo for DE&I Advisory Board features the letters "DE&I" in a large, bold, sans-serif font, with "ADVISORY BOARD" in a smaller, bold, sans-serif font below it. The letters are filled with a vibrant, multi-colored gradient of purple, blue, orange, and yellow.



## GROUP SNAPSHOT



- Founded: 1971
- Ownership: Independent
- Revenue: \$30.34M in 2024 (13% YoY growth)
- Headcount: 155
- Our Purpose: To help innovative companies change the world
- Our Mission: To inspire action resulting in business growth for our clients
- Our Vision: To fuel transform the industries we serve by unleashing the power of integrated marketing communications
- Our Values: Take Confident Risks, Embrace Diversity & Inclusion, Bring Great Ideas, Fuel Change, Build Trust, Enjoy Life, Win Together
- Services: Brand Strategy, Public Relations, Social Media, Marketing & Analytics, Content, Advertising, and Digital Experience
- Offices:
  - New York City, New York / HQ
  - Chicago, Illinois
  - Milwaukee, Wisconsin
  - Raleigh, North Carolina
  - Waterloo, Iowa
- Remote employees in 17 states.
- Global Footprint: Our PROI Worldwide partnership provides global reach with in-language and in-time zone support across 93 firms in 65 countries, including such cities as London, Hong Kong, Frankfurt, Rio de Janeiro, and Tokyo.



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