

BRAY & CO

We Are The StoryBuilders.

BRAY & CO





Bray & Co was named by Adweek in 2022 as
the **#1 fastest growing** small advertising agency
in the United States.

ADWEEK
FASTEST GROWING
AGENCIES

BRAY & CO

What We Do

Full Service Agency - Strategy, Creative, Media.

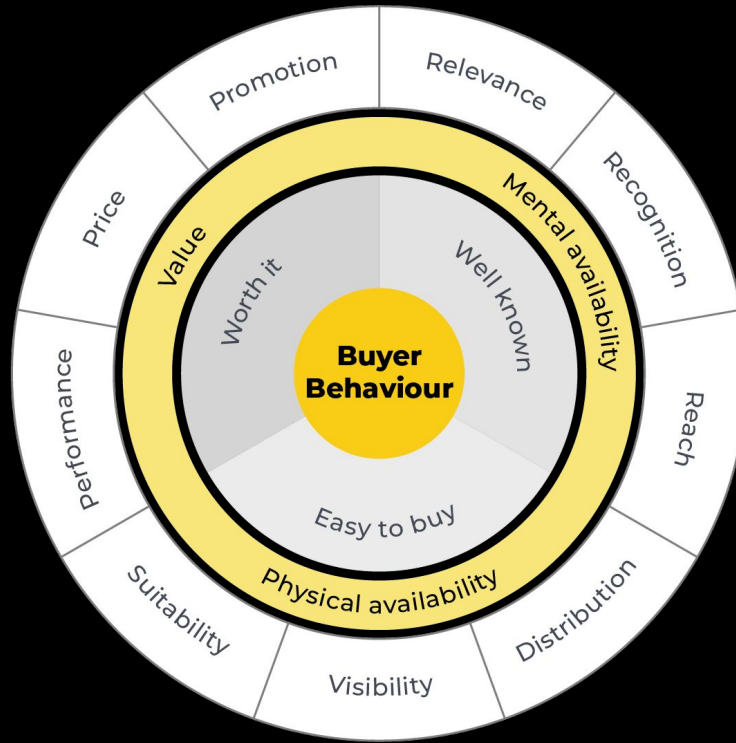
Specialists in Launch and ReLaunch Campaigns.

Committed to 'sequenced inspiration', that we call StoryBuilding.



WHAT STORYBUILDING IS.

BRAY&CO
GROWTHWHEEL



WE GO INSIDE THE MIND OF THE CONSUMER...



BRAY&CO
CONSUMER PSYCHOLOGY

AFFECT WHAT WE FEEL
BEHAVIOR WHAT WE DO
COGNITION WHAT WE THINK

It's A-B-C. IN THAT ORDER.

AND TELL THE WORLD.

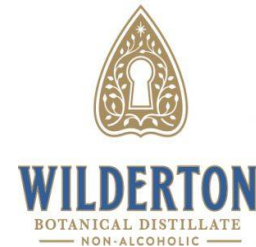


**BUILD THE LAUNCH PLAN,
DEVELOP THE CREATIVE
AND THEN PUT IT IN THEIR
HANDS.**

THAT'S STORYBUILDING.

YOU ARE IN
GOOD COMPANY

BRAY & CO



DIAGEO

PORTACOOOL

Tide Rescue Campaign Example

First we used The Monolith to determine
awareness v activation spend,
and platform distribution.



THEN

We used data signals
plus classical consumer psychology
to determine sequencing
and key creative territories.

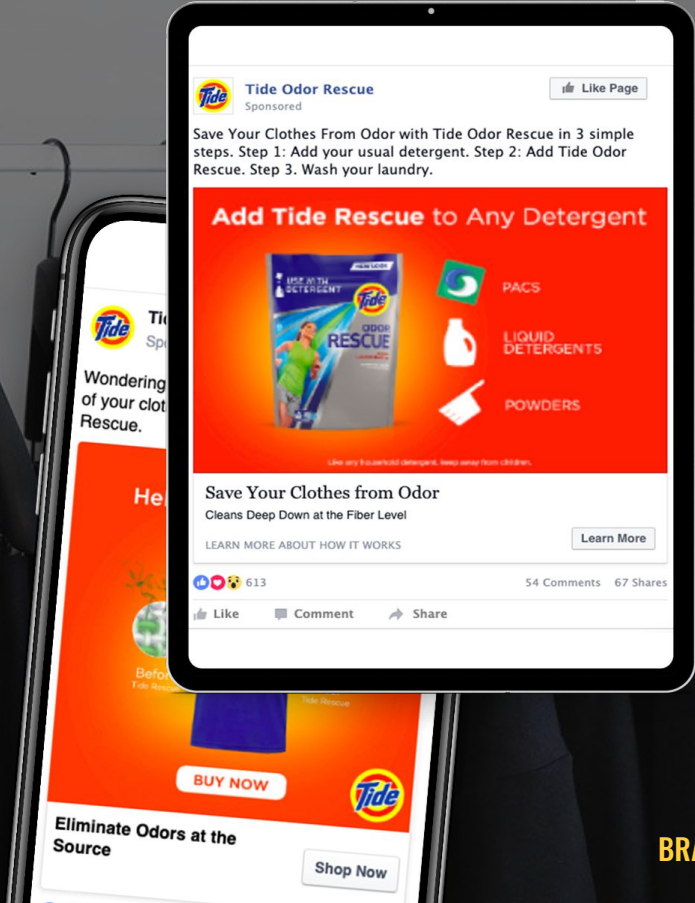


AS A RESULT

**We then had the optimal
StoryBuilding sequencing.**

OUR CREATIVES

Then went to work, creating the SBMS (Stain Based Marketing System).





The Final Result

Complete confidence in budget allocations.

StoryBuilding pathway to build consumer momentum.

Creative designed around StoryBuilding, beyond launch.

The logo consists of three overlapping diamond shapes in shades of purple and magenta, arranged to form a larger, abstract shape.

RE-BOXING DAY

Presented by





Our Social Proof

01

Mildred Lee

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02

Sumi Ghosh

Title: Former Brand Director - TruSens
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TruSens

03

Eric Wellinghoff

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BRAY & CO



Just One Takeout
Bray & Co is
your go to agency
for launch and relaunch
StoryBuilding campaigns.

ADWEEK

FASTEST GROWING

AGENCIES