

Güd to Meet You!



Category experts with deep industry experience focused on behavior change and improvement of societal outcomes.



50+ team members committed to being **trusted partners** and truly focused on a shared mission with our clients.

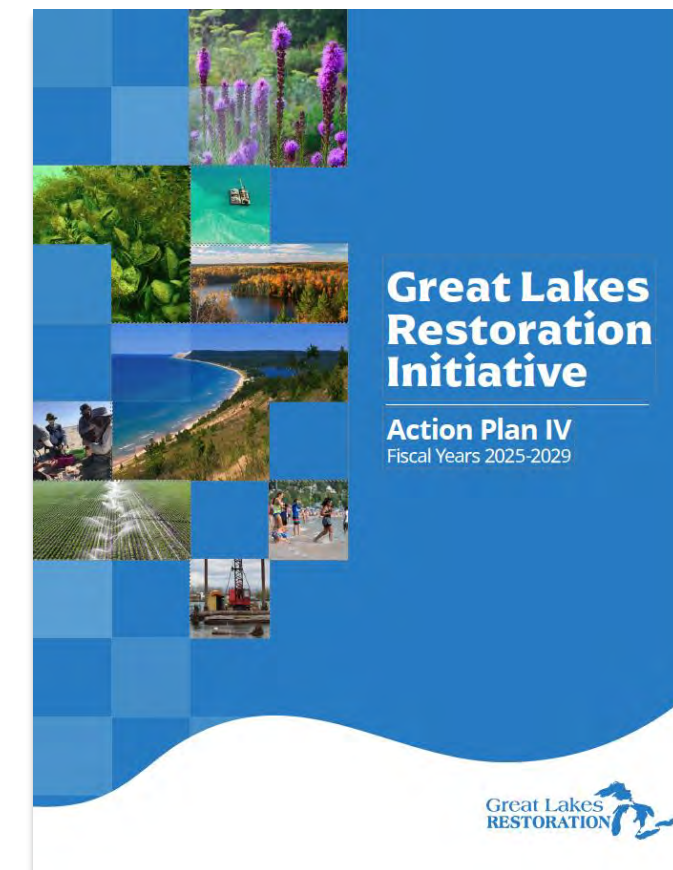
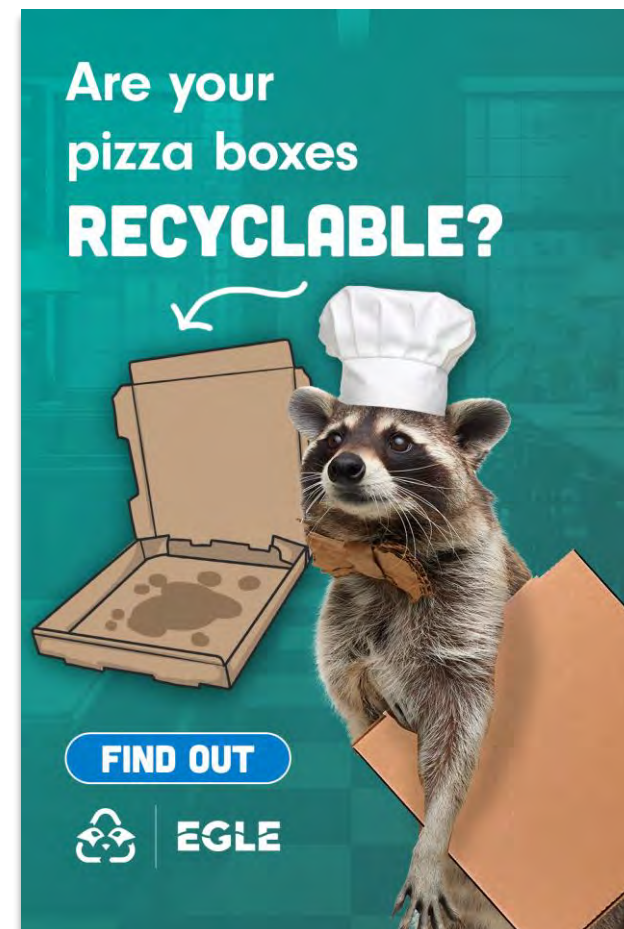


We leverage the **power of communications** to make a **meaningful and measurable impact** in people's lives.



FOR THE
GREATER

GUD WORK



POP (can) QUIZ TIME!



REO FOCUS

**GET PEOPLE EXCITED
ABOUT RECYCLING (AGAIN)**

REO TIMING

May 2025 – May 2027



JUNE – JULY 2025

- STAKEHOLDER INTERVIEWS
- MESSAGING FRAMEWORK
- CREATIVE CONCEPTS

AUG. – SEPT. 2025

- CAMPAIGN PLANNING
- CREATIVE ASSET DEVELOPMENT
- WEBSITE DEVELOPMENT

OCT. 2025

- CAMPAIGN IMPLEMENTATION
- PR OPPORTUNITIES
- CAMPAIGN MONITORING