

*We are*



These are our credentials.

# GOOD HUMANS™

---

*Campaign Rollouts, Brand  
Activations & Lovely Stuff*

---





# TO OUR CLIENTS WE'RE THE LAST MILE

---

A rollout agency that delivers your brand to the world outside,  
turning original concepts into marketing that succeeds.

---

# CONTENTS

---

What We Do <sup>5</sup>

---

Case Studies <sup>10</sup>

---

Testimonials <sup>17</sup>

---

The Money Bit <sup>18</sup>

---

About Us <sup>19</sup>

- ✓ *Rollout of complex promotions for global territories*
- ✓ *Creative production across multiple channels*
- ✓ *Trusted by some of the biggest brands in the world*
- ✓ *Fixed fees and decent retainers*
- ✓ *Highly experienced workforce*
- ✓ *Collaborative and lightning fast*
- ✓ *A pleasure to work with*







## ARTWORK

You have a campaign that you care deeply about and you want to make more famous. You want to ensure that every touchpoint keeps the same spirit as the original idea. We want the same thing for you.

## 3D RENDERS

Your brand deserves to be shown in the best possible light. We craft vividly alive product prototypes, in-store mock-ups and hyperrealistic picture-perfect shots.



UN COUP DE MOU BOIS **NALU.**  
EEN BETJE MOE DRINK **NALU.**



## TRANSLATED CONTENT

Your campaign has to reach multiple territories. We understand the challenges you face and have a proven process to ensure every design maintains both its impact and integrity.

## RETOUCHING

When your ads reach your audience they should be perfect. We have many years of retouching experience to ensure that your brand imagery has that final pop.



# BRAND ACTIVATIONS

The image features the text "BRAND ACTIVATIONS" in a playful, 3D font. The letters are arranged in two rows: "BRAND" on top and "ACTIVATIONS" below. Each letter is a different color and has unique patterns or textures. For example, the 'N' in "BRAND" has diagonal stripes, and the 'O' in "ACTIVATIONS" has a striped pattern. The letters are set against a dark blue background that transitions from a lighter blue at the top to a darker blue at the bottom. Scattered around the text are various festive items: small yellow and red dots, streamers in yellow, red, and blue, and small party hats. The overall effect is celebratory and eye-catching.



## POINT-OF-SALE

We make highly engaging, sales-focused POS that delivers your message in the most powerful ways. From simple small-screen ads, to intricate in-store displays and everything in between.

## SOCIALS

We create bright, alive, shareable content for social that increases customer engagement, alongside powerful pay-per-click strategies to ensure your brand remains high in your audience's awareness.

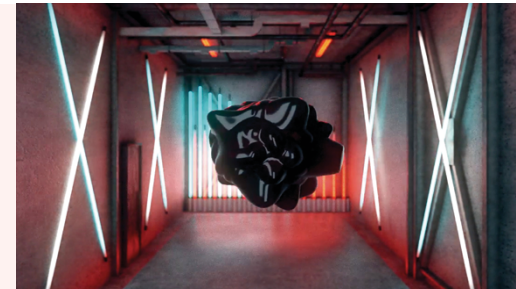


## BRAND GUARDIANSHIP

Our clients trust us to ensure that whatever we put out is fully aligned with their guidelines, and rolled-out looking its very best.

## MOTION

Multi-channel campaigns are nothing without moving image. We have a brilliant team of motion designers who take your key art and create irresistible content.



# CASE STUDIES







## CASE STUDY

# MONSTER ENERGY

---

*Delivering 20,000  
artworks a year to over  
80 countries across EMEA*

---

Monster Energy's marketing plan is simple: no obvious, above-the-line advertising. They build awareness of their brand with an ambient presence at extreme sports events and through smart sponsorships. It works.

Good Humans is a big part of this success as we devise and develop their EMEA promotional artwork for events including the F1 Grand Prix and UFC Championships, and money-can't-buy giveaways for Call of Duty, Aitch and Audi Nines.

These promotions are adapted for over 80 different countries and for a multitude of display and point-of-sale items to ensure that each campaign receives maximum visibility. We are involved from the ground up, liaising with the whole of their team and working to maintain their stunning growth in a crowded marketplace. In the time we have worked together Monster has grown from 2% market share to being global market leader.

---





## MOTION GRAPHICS







## CASE STUDY

# RELENTLESS x STORMZY x COCA COLA x GOOD HUMANS

---

### *Partner-in-Grime*

---

Relentless Energy have always partnered with great people, but when they collaborated with Stormzy, things hit a new level. Good Humans had the job of supporting this launch with point-of-sale, trade ads and social media content.

Right before the release of his second album, and just after his remarkable appearance at Glastonbury, Relentless created a limited edition Stormzy #merky can. Good Humans were entrusted to deliver this rollout across EMEA. This began with rendering the new can and retouching it to its very best self. The key visual was multilayered, spattered in black and gold, and very intricate to work with. Our job was to make the files as clean and beautiful as possible, and create a master suite so we could roll out the files anywhere they were needed (a hell of a lot of places).

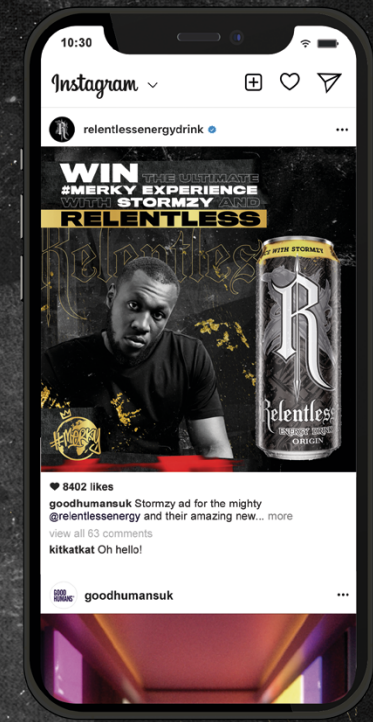
Once the master suite was approved, the rollout began which involved posters, banners, totems, pole signs, standees, FSDUs, dumpbins, wobblers, shelf strips, aisle fins and much more. Web banners and trade ads followed and we even created a moody animation to tease the launch of the can.

The promotion was a remarkable success. Sales of Relentless hit an all-time high, rising to a 30% uplift in the first two weeks of the launch, and the promotion was the perfect brand cross-over.

We were delighted to be involved and loved working on it.

---







## CASE STUDY

# PUMA

---

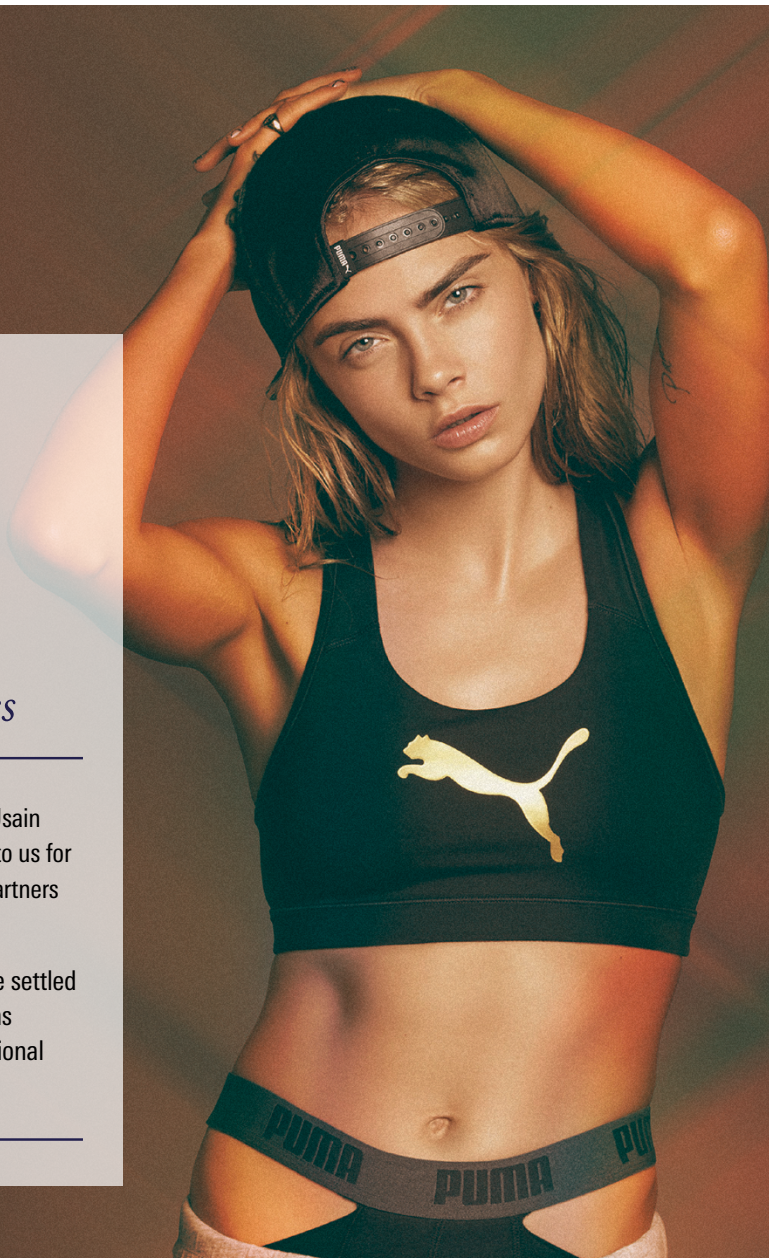
*Creating a campaign that  
delivers across multiple  
territories and demographics*

---

PUMA has the best partnerships. From Rihanna, to Usain Bolt, to Cara Delevigne. The list goes on. They came to us for campaign concepts that could bring together their partners and promotions into one consistent idea.

We developed a number of routes, and together we settled on a design that utilised block reds in strikethroughs and underlines, that we then rolled out for international campaigns for Formula 1, The Weeknd and Jay Z.

---







# TAKE YOUR SEATS

BUY A PAIR OF **TSUGI** FROM ANY SPORTSCENE STORE OR ONLINE TO STAND A CHANCE TO WIN:

FLIGHTS FOR 2 TO MIAMI  
7 NIGHTS STAY IN 4-STAR HOTEL  
2 TICKETS TO THE WEEKEND  
@ AMERICAN AIRLINES ARENA IN MIAMI

FOREVER FASTER PUMA

THE REWARDS



## DREAMS REALITY

WIN EXCLUSIVE TICKETS TO THE AUSTRIAN GRAND PRIX

PURCHASE COLLECTION AND WIN IN-STORE



# TAKE POLE POSITION

WIN 2 x TICKETS TO THE AUSTRIAN GRAND PRIX INCLUDING 4 NIGHT HOTEL STAY

ENTER IN-STORE FOR YOUR CHANCE TO WIN

SPORTSDIRECT.COM



## DREAMS REALITY

WIN A TRIP TO THE **FENTY RIHANNA FASHION SHOW** IN NYC

PURCHASE ANYTHING FROM THE RIHANNA COLLECTION AND WIN IN-STORE

FOREVER FASTER PUMA



## DREAMS REALITY

WIN EXCLUSIVE TICKETS TO THE AUSTRIAN GRAND PRIX PURCHASE COLLECTION AND WIN IN-STORE

FOREVER FASTER PUMA



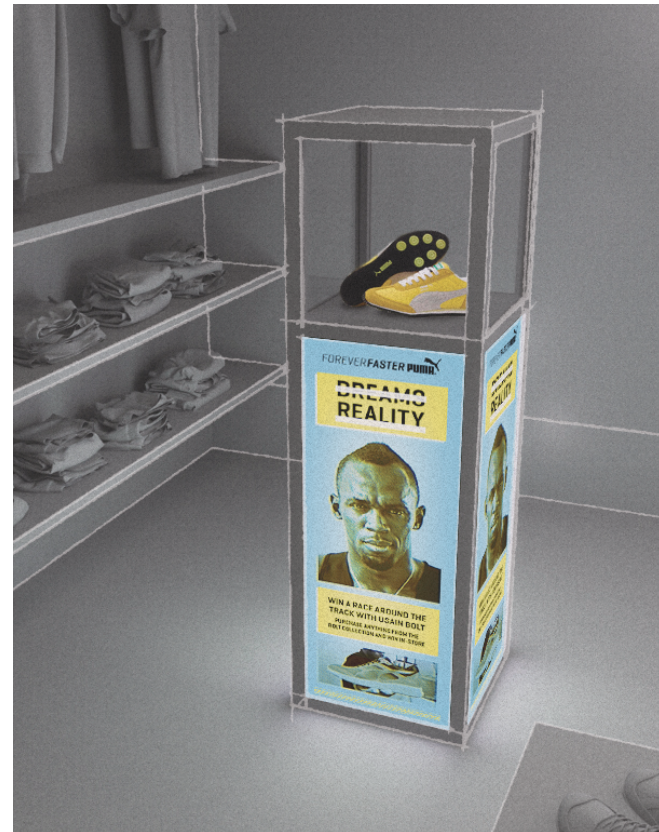
# TAKE YOUR PLACE

BUY ANY PUMA PRODUCTS AND STAND A CHANCE TO WIN 2 x TICKETS TO AN ARSENAL HOME MATCH AT THE EMIRATES STADIUM



8 57491 00745 6 JAY:Z TOUR 4:44

WIN A TRIP TO LOS ANGELES TO SEE JAY Z LIVE IN CONCERT



## DREAMS REALITY

WIN A RACE AROUND THE TRACK WITH LEAN BOLD

PURCHASE ANYTHING FROM THE RACE COLLECTION AND WIN IN-STORE

# WHAT ARE WE LIKE TO WORK WITH?

*Ask our clients...*

**OH MY  
GOD I LOVE  
GOOD HUMANS**

CARA, SENIOR MARKETING & TRADE OPERATIONS MANAGER, MONSTER ENERGY

**“I’VE NEVER MET A BETTER NAMED COMPANY.”**

KRISTINA ZAYKOVA, SENIOR HEAD OF POS, MONSTER ENERGY

**“YOU GUYS SMASHED IT, WE AREN’T USED TO  
WORKING WITH THIS LEVEL OF EFFICIENCY.”**

DAN JONES, HEAD OF MARKETING, BREWD OG

**“THE CAMPAIGN IS LOOKING AMAZING, I KEEP  
SCREAMING EVERY TIME I SEE IT.”**

FRANKIE COLLINSON, BRAND MANAGER, JOSH WOOD COLOUR

**“WE’RE ADDICTED TO GOOD HUMANS.  
THEY GET US AND THEY GET OUR BRAND.”**

YIANNI PAPOUTSIS, MANAGING DIRECTOR, MEATLIQUOR

**“WE LOVED THE IMPACTFUL APPROACH.”**

SENIOR TEAM HEAD, GLOBAL MARKETING, PUMA

# THE MONEY BIT

---

*The Good Humans pricing model is straightforward too:*

*We charge a simple hourly rate for all jobs, billed in 15 minute increments.*

*And because we don't use complicated rate cards or big retainer fees, our pricing model means a Good Humans client never gets overcharged.*

*We feel this is the fairest way to bill as it means neither party loses out.*

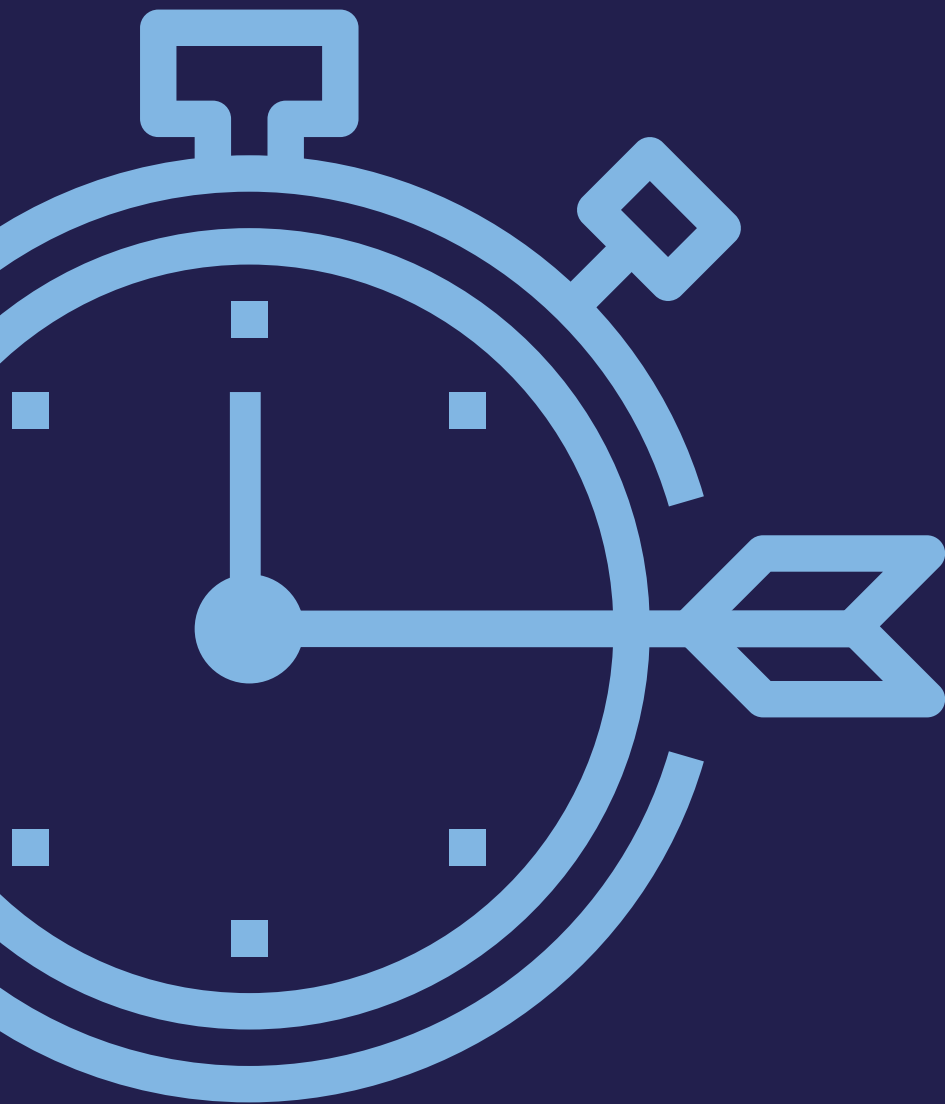
*If you don't use us, you don't pay us.*





A young boy with short brown hair is standing barefoot on a stack of five books. He is holding a large, open book with yellow pages in front of his face, looking down at it. He is wearing dark brown leather shorts with straps and buckles. The background is a plain, light gray wall. The text "NEVER MISS A SCHOOL PLAY" is overlaid on the right side of the image in large, white, sans-serif capital letters.

NEVER  
MISS A  
SCHOOL  
PLAY



## *We have a very happy workforce*

---

Way before Covid forced everyone to abandon the office, we offered a new way of life for our Good Humans which is why we work so effectively.

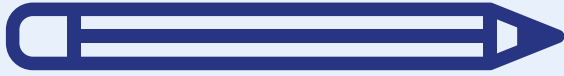
15 years ahead of the game, it remains a policy of ours that no one ever misses a school play. Or their sports day. Or even the school run.

We have a team of senior professionals who have come through the traditional large agency system and realised work doesn't have to be that way.

If you treat people as humans they respond in kind – our team are lovely to work with, insanely productive and deliver at lightning speed. We collaborate every day and our regular meet-ups and social events help make things run even more smoothly. We really are one big team of Good Humans.

We only employ people that are based in the UK with at least ten years experience in their field.

---



# ACTUAL GOOD STUFF

*But what else do you do apart from perfect delivery and incredible service?*

For every artwork we send to print, or animation that we create, we donate to a charity chosen by one of our team. And we put out a lot of work.

Since we started the scheme, we have raised over a £100,000 for over 50 charities.

We also have an ongoing partnership with Choose Love to whom we regularly donate, as well as creating donation stands that have helped them raise over £150,000 and counting.

Finally, we hold regular get-togethers where we and our clients volunteer for charity. It is good for us and good for the world.

To find out more about the good things we do please see the [DOING GOOD](#) section of our website.



# GOOD HUMANS



---

**GOOD HUMANS**

81 Rivington St, Hackney  
London, EC2A 3AY

hello@goodhumans.co.uk  
[goodhumans.co.uk](https://goodhumans.co.uk)

@ [goodhumansuk](https://goodhumansuk)  
0203 745 6240

---