

GONZBERG AGENCY

Fact Sheet — Advertising Improvement Service (AIS)

Better technology doesn't automatically create better advertising. The final mile of ROI still happens in the human mind — not in a dashboard.

When targeting, messaging, creative, and media are misaligned, no amount of automation can compensate. Using an evolved AIDA framework and the judicious deployment of AI tools, the Advertising Improvement Service (AIS) blends refined behavioral models — built for today's decision-making realities — with senior-led strategy and human-driven creative development.

The Result: A customized “Blueprint for Action” — a practical, realistic plan designed to eliminate waste and improve ROI. No long-term commitment required.

What It Does

- Diagnoses market communications “pain points.”
- Defines high-value target audiences using demographic, psychographic, and sociographic insights.
- Maps customer journeys and optimizes key brand encounters.
- Develops integrated cross-platform strategies.
- Provides creative concepts and tactical recommendations.

Who It's For

- Smaller to mid-sized brands with declining or underperforming results.
- Organizations launching new products or entering competitive markets.
- Companies seeking an objective, expert perspective.
- Brands looking to scale or adapt to market changes.
- B2B and Non-Profit organizations looking for the psychological edge usually reserved for high-performance B2C brands.

Timeline & Process

- 4 – 6 week engagement.
- Kickoff with key stakeholders.
- Research and analysis.
- Strategy and creative development.
- Budget and timeline outlines.
- Delivery of a comprehensive report.

What Clients Receive

- Strategic and tactical recommendations.
- Creative mockups.
- Media and budget guidance.
- A fully actionable marketing communications plan (“blueprint for action”).

Execution Capabilities

Gonzberg Agency also provides ongoing support and turnkey solutions across paid advertising, owned media, and public relations to help clients sustain long-term growth.

Media Contact: [Maria Gonzalez](mailto:Maria.Gonzalez@gonzbergagency.com), 415.930.9103, <https://gonzbergagency.com>