

GONZBERG AGENCY

Gonzberg Agency – Company Backgrounder

Gonzberg Agency's philosophy is grounded in a straightforward principle: effective advertising comes from understanding how people make decisions. Rather than chasing trends or relying on opaque automation, Gonzberg Agency emphasizes message clarity, audience relevance, and disciplined execution. Senior-level involvement is central to every engagement, supported by judicious use of AI tools where they add value.

The agency is a San Francisco-based advertising and communications firm that helps smaller to mid-sized brands improve marketing performance through integrated strategy, creative development, media planning, and public relations. Gonzberg Agency focuses on practical, evidence-based communications that strengthen audience understanding and improve results.

Founded in 2009 as part of EduCel and operating independently since 2014, Gonzberg Agency works with nonprofit organizations, educational institutions, retailers, B2B companies, and consumer-facing brands. Its approach blends audience research, behavioral insights, creative execution, and cross-channel media strategy to support more effective communication across paid, owned, and earned platforms.

Core Approach

Gonzberg Agency's methodology is built on an **evolved AIDA framework** — Attention, Interest, Desire, Action — updated to reflect how people actually move through modern, fragmented media environments. Rather than treating AIDA as a linear funnel, the agency applies it as a behavioral model that accounts for fluid, cross-platform audience movement.

This evolved AIDA approach guides the agency's work across strategy, creative development, media planning, and performance diagnostics, helping organizations identify where communication breaks down and how to strengthen it.

Advertising Improvement Service (AIS)

A cornerstone of the agency's consulting work is the Advertising Improvement Service (AIS), a structured review designed to diagnose underperforming advertising and communications programs. AIS engagements may include:

- Market and competitive analysis — evaluating category dynamics and positioning
- Audience targeting assessment — identifying mismatches between message and audience
- Messaging and positioning review
- Creative effectiveness evaluation
- Media strategy and channel analysis
- ROI and performance diagnostics
- Strategic recommendations and implementation planning

The AIS is designed for brands facing stalled growth, inefficient advertising spend, market-entry challenges, or shifting competitive conditions.

Capabilities

Gonzberg Agency provides integrated services across advertising, communications, and media, including:

- Advertising strategy and campaign development
- Digital and traditional media advertising
- Public relations and earned media
- Website and owned-media development
- Branding and positioning
- Audience research and targeting analysis
- Cross-platform campaign integration
- Direct marketing and media planning
- Creative concept development
- Omnichannel communications support

The agency emphasizes integrated planning rather than treating advertising, branding, digital marketing, and public relations as separate functions. Work includes online advertising campaigns, websites, branding systems, social media initiatives, direct-response programs, and video production.

Market Perspective

Gonzberg Agency positions itself as an alternative to both large, production-heavy agencies and highly automated marketing vendors. Its approach centers on senior-level expertise, practical communications experience, and a focus on message fundamentals rather than “black-box” systems.

The agency also recognizes that rising public skepticism toward online information has increased the importance of credibility-building communications. As a result, earned media and visibility strategies are treated as integrated components of broader communications planning.

Leadership

Gonzberg Agency is led by Senior Partners **Maria Gonzalez** and **Evan Berglund**:

- **Maria Gonzalez** oversees online advertising and earned media. Her background in scientific research, manufacturing, and institutional review processes informs her analytical approach to audience behavior and communications strategy.
- **Evan Berglund** leads strategy and integrated communications. His experience spans market communications and information technology, with work supporting local, national, and international organizations.

Both partners serve as expert media sources on advertising effectiveness, branding, communications strategy, media trust, and marketing performance. Their perspectives have appeared in publications including WARC, Forbes, The Drum, and CommPRO.

Talent & Teams

Because of the leadership's decades-long, and hands-on, experience in managing skilled professionals both in-house and remotely, the agency attracts and works with a talent pool it describes as "all professionals, all seasoned, all experts in their own domain." Gonzberg Agency engages directly with this reservoir of talent, in order to on-board the right expertise for each project/implementation and manage the process to completion.

This ability to attract and manage professionals from a variety of different disciplines allows clients to be served by individual teams tailored to their specific needs, and where each task at hand is handled by skillful and talented professionals (not unlike how movies and TV shows are produced).

From the client's point of view, the tailored team approach is a seamless process that ensures access to the work product of professionals with exceptional capability, without having to run the teams themselves. For smaller clients, it is also a unique opportunity to reap the benefits of talent that would otherwise be hard to engage.

Clients

The agency works with smaller to mid-sized organizations across nonprofit, education, retail, consumer products, and B2B sectors. Engagements range from strategic advisory work to fully managed campaign execution.

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