

Quarter end.

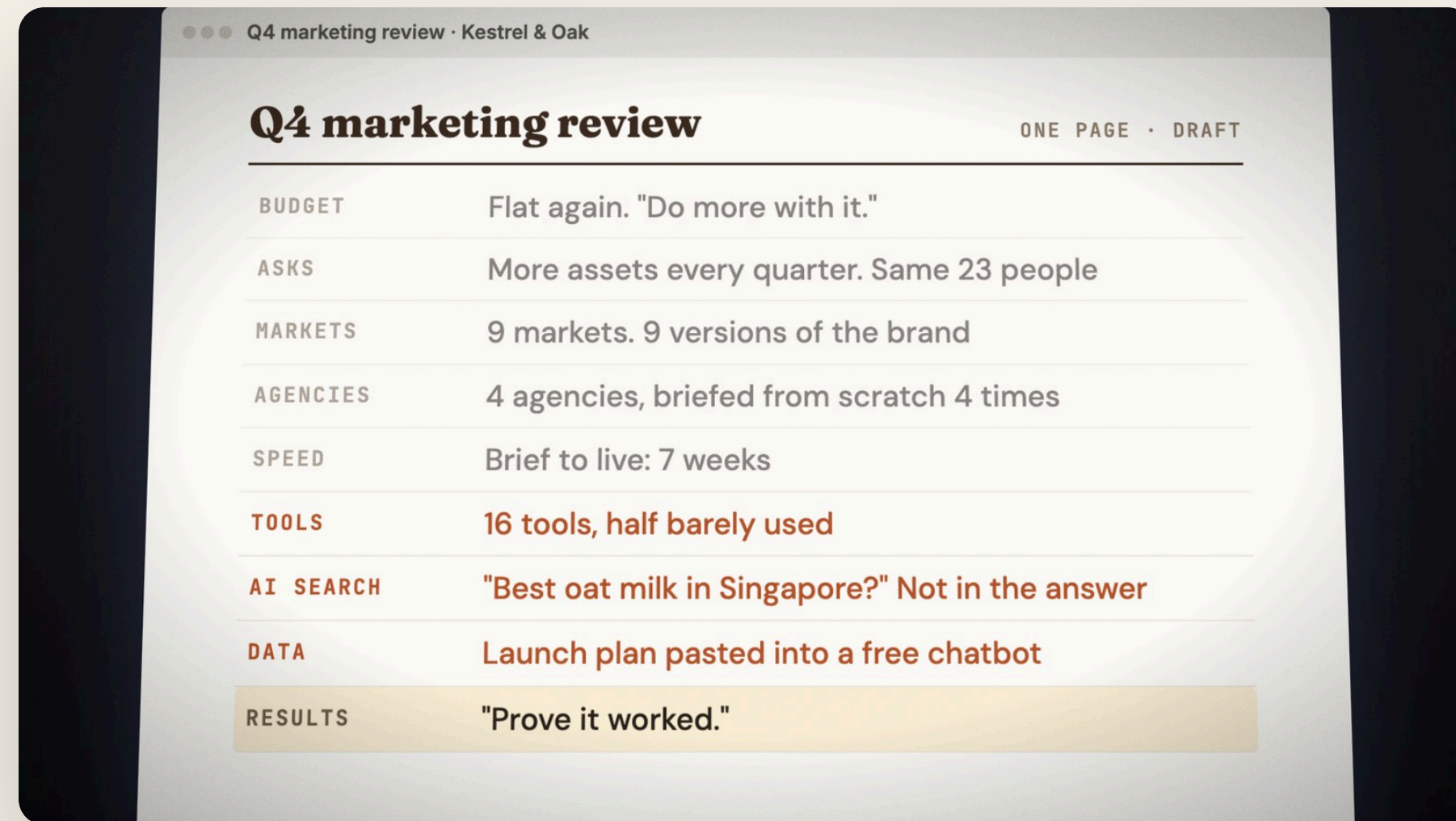
The next one.

A short film for brands and their marketing teams about the quarter they are having, and the next one.

► Watch the film: gimmefylabs.com/brands



Scan to watch



THE SQUEEZE · TONIGHT'S ONE PAGE

Quarter end looks like this now.

- The budget is flat. The asks keep growing.
- Every market and agency has its own version of the brand.
- Half the tools barely get used.
- Ask an AI for the best in your category, and you're not in the answer.
- Launch plans get pasted into free chatbots.
- Then the board asks you to prove it worked.

It's not just you.

7.8%

of revenue goes to marketing, flat on last year; 56% of CMOs say it isn't enough

Gartner CMO Spend Survey, May 2026

78%

of marketers need more personalised content than they can produce

Salesforce State of Marketing, February 2026

68%

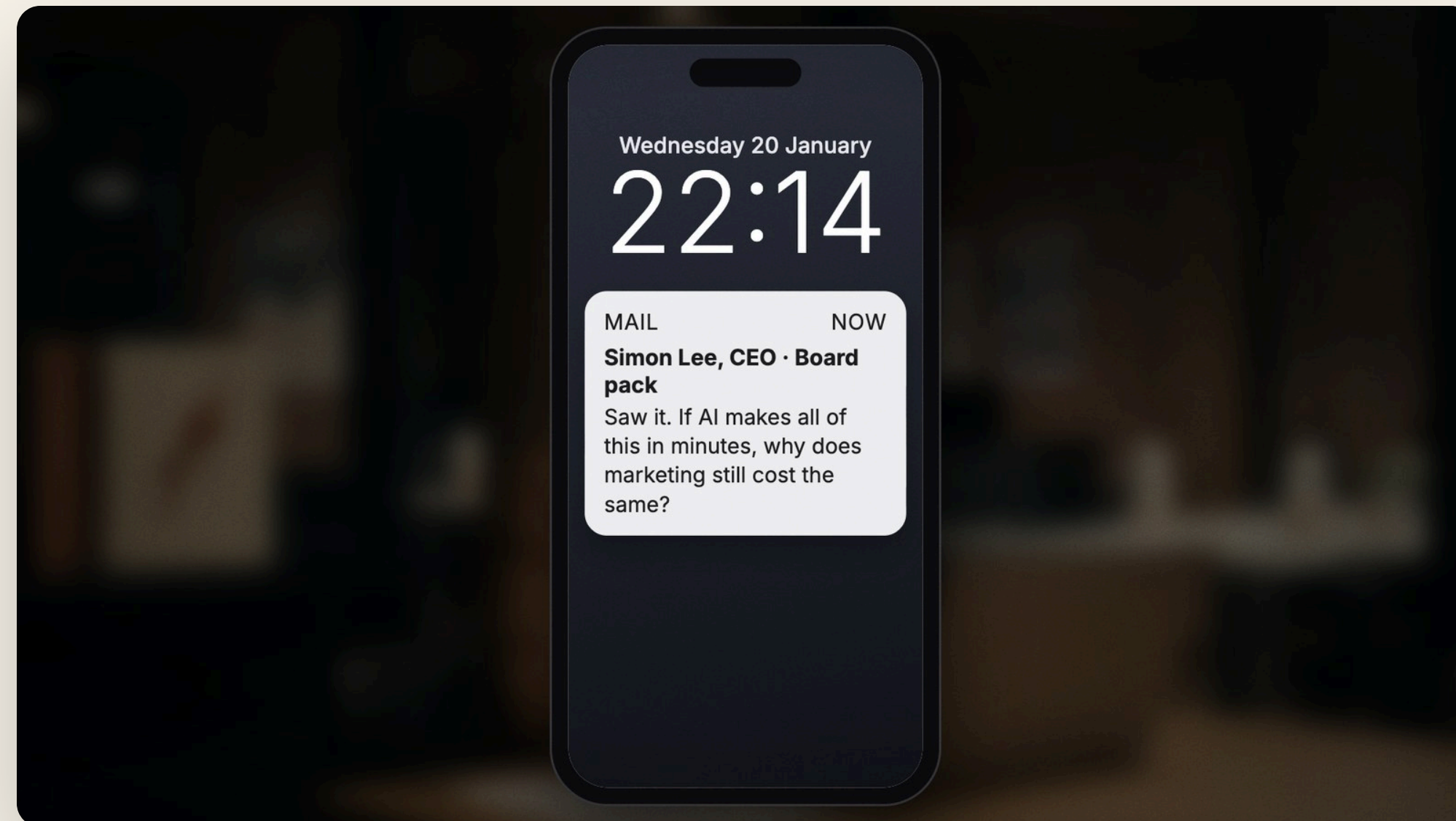
of US Google searches now end without a click

SparkToro with Similarweb data, June 2026

1 in 4

marketers knowingly publish off-brand AI content when deadlines bite

Optimizely and Savanta, 2,003 leaders, June 2026



THE QUESTION

“Saw it. If AI makes all of this in minutes, why does marketing still cost the same?”

Then the CEO asks the question. And next year’s plan rides on the answer.

Start with the brand.

The one thing that's only yours. The brand book comes off the shelf and becomes the brand world every market, agency and tool works from.

estrel & Oak • Brand Vault

9 MARKETS • 4 A

ESTREL & OAK

COLOURS



Oak · Rust · Oat · Sage · Cocoa

TO NE

Warm. Plain. Quietly
Confident, never sl

Oat Extra Creamy,
g Q1 2027. Original,
ened, Chocolate.

THE PEOPLE WHO BUY

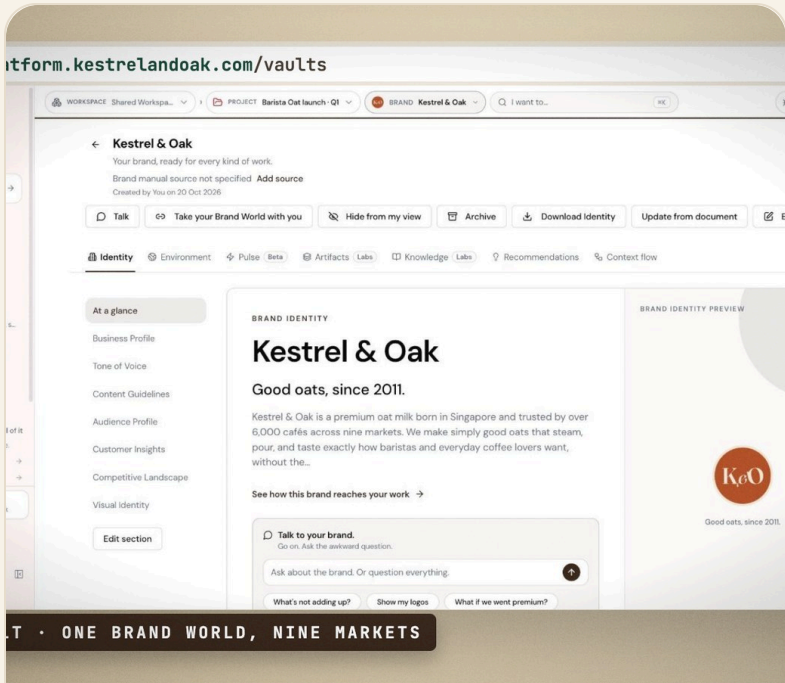
Home baristas, café
owners, families who read
labels. Nine markets.

MARKETS

Singapore, Malaysi
Kong, Japan, Korea
Australia and three
One brand.

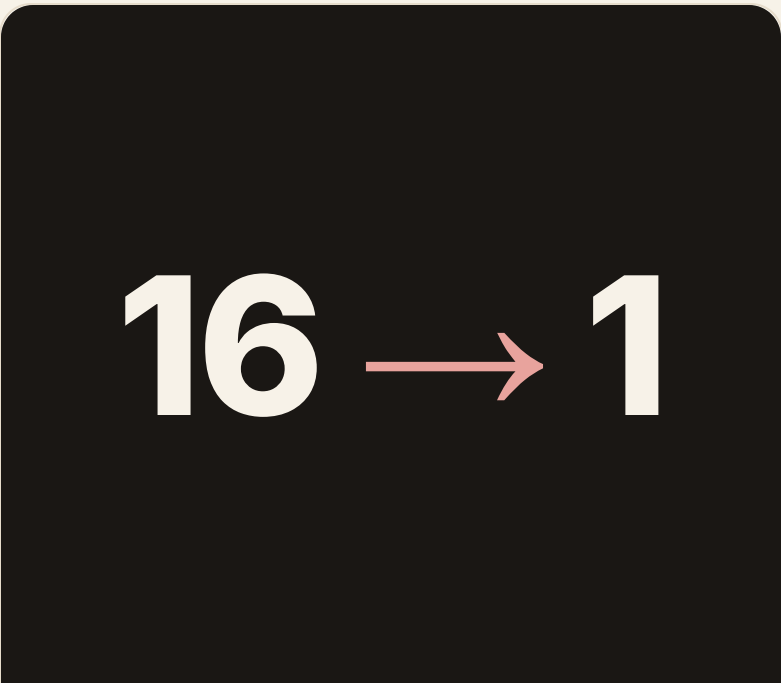
NEXT QUARTER

For the brand, and the board.



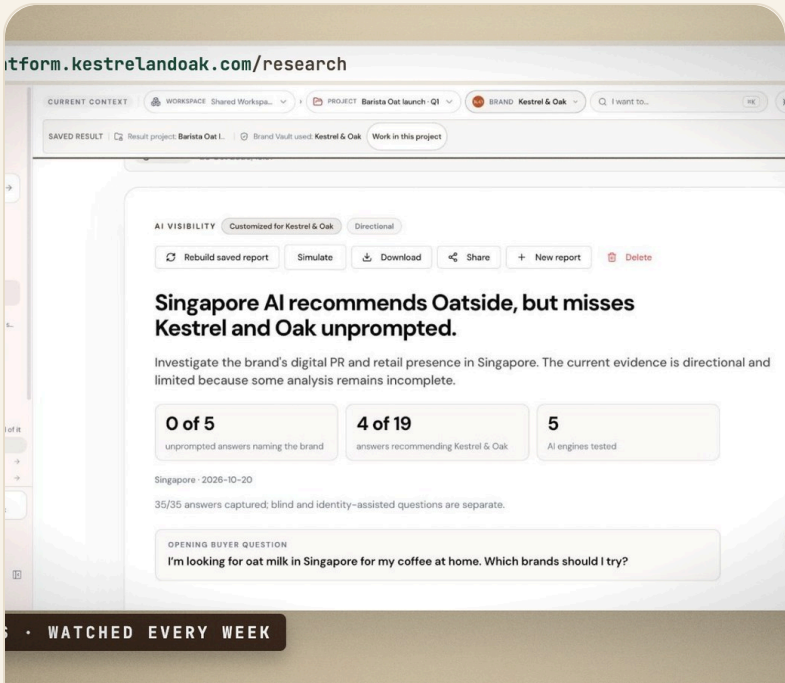
One brand world, every market

Every market, agency and tool works from the same brand, kept current.



One bill instead of sixteen

The tools and the AI on expense cards become one bill.



Watched in AI answers

Where your brand shows up in AI answers, market by market, every week.

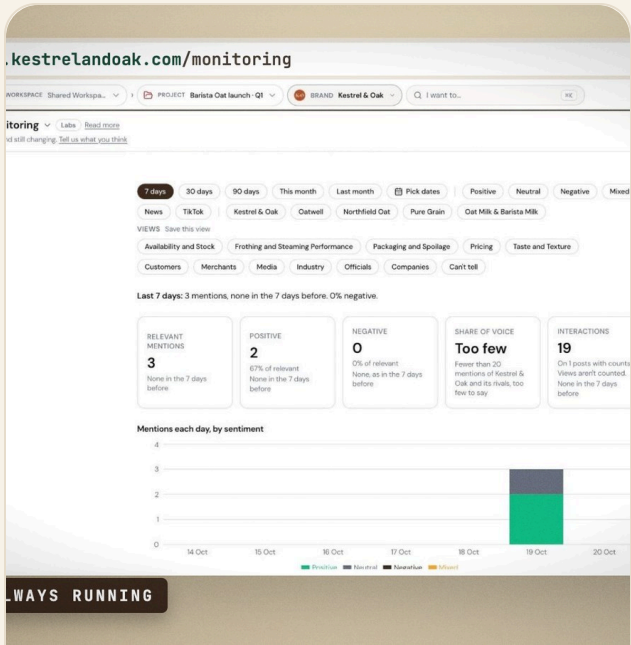


Nothing leaves your walls

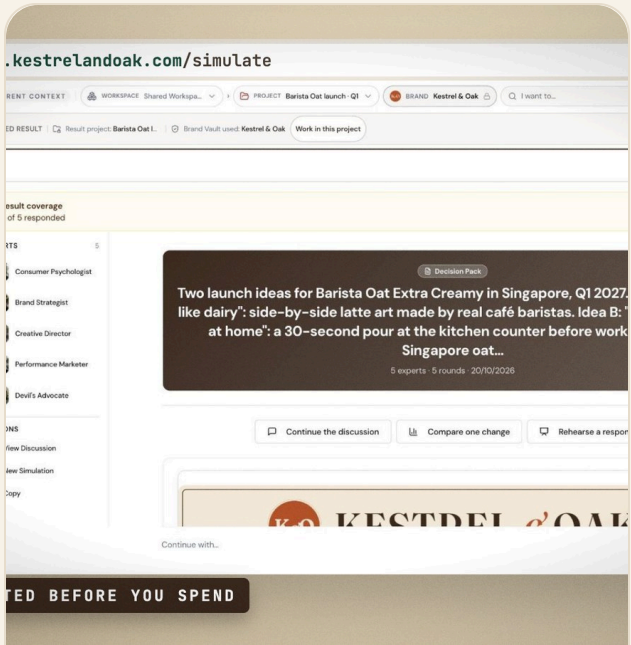
Plans and data stay on your platform. Unlimited users, every market.

NEXT QUARTER

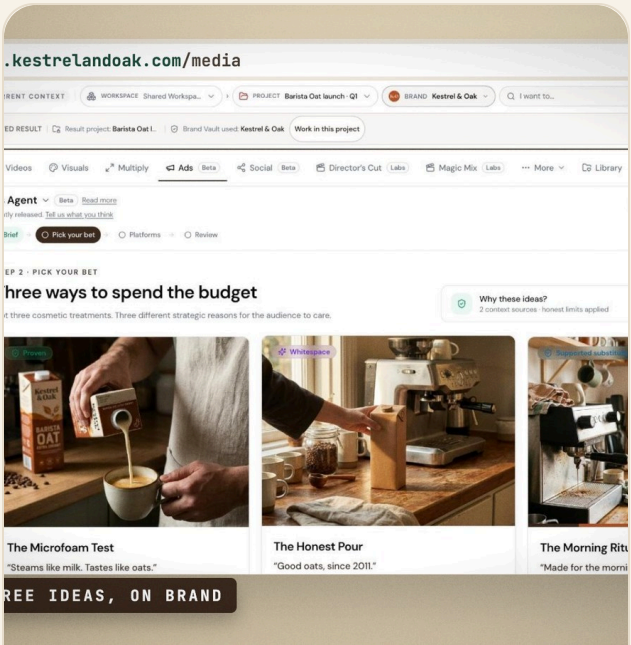
For the team, and the work.



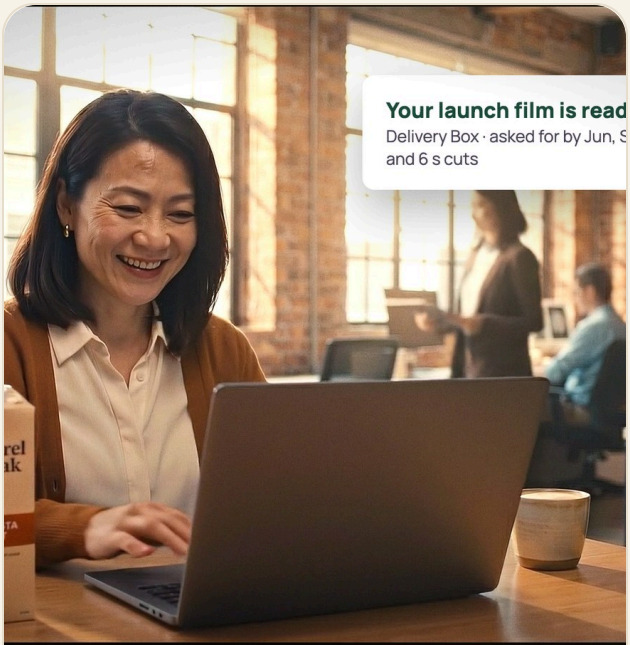
Research that keeps running
Your category, listened to every week, all year.



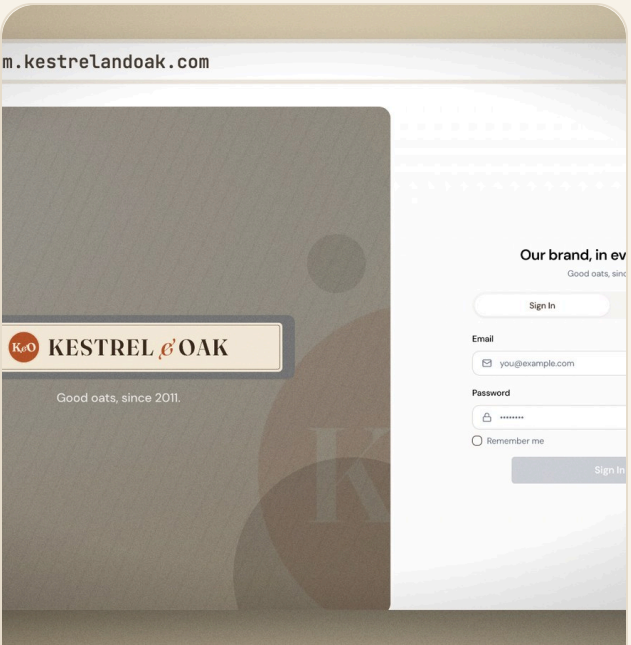
Real buyers, tested first
Panels built from your real buyers react before you spend.



Films and ads in every size
On brand, made from your brand world.



The Delivery Box
Anyone on the team can ask for help. No in-house delivery team to maintain.



Agencies, briefed once
They sign in to your platform and work from the same brand world.

Already working this way.



Banks, telcos, governments and household brands already use gimmefy for their marketing.

Same engine. Your own name on it.

Google for Startups Cloud Program

An IMDA Spark company



THE QUESTION EVERY BRAND TEAM ASKS US

“Why not just use ChatGPT or Claude?”

We don't race the models. We ride them.

01

The deepest brand world

Your brand in every market, kept current. Our lane, and we mean to win it.

02

What a chat window can't do

Months of listening, your own data, buyer panels before you spend, films finished on brand, publishing.

03

Your AI agent as a partner

Bring your own Claude or ChatGPT. Connected through MCP, it works on your platform with your brand world.

Works with

Gemini

Claude

ChatGPT

YOUR AI AGENT + GIMMEFY

Together, they make on-brand marketing magic.

YOUR AI AGENT BRINGS

Claude, ChatGPT, Gemini

- Brilliant reasoning and writing
- Speed, at any hour
- The way your team already works
- Every new model, the day it ships



GIMMEFY BRINGS



One brand world

Identity, tone, products and audiences for every market, kept current.



Your own numbers

Google Analytics, Search Console, Shopify, Meta Ads, HubSpot.



Proof before you spend

Simulated buyer panels and a council of models.



Live data from the market

Social listening, news, search rankings and AI visibility, week after week.



Work that ships

Visuals and films on brand, published to social, results tracked.



Your brand, your rules

Your data walled off, unlimited users, your own address.

Connect your AI agent to your platform through MCP, and it works with all of this. The smarts are theirs. The brand world and the specialist marketing skills are yours.

What's underneath, in plain words.

+ Your brand, your rules

On your own platform, under your name, on top.

04 Governance

Your name, your rules. Data walled off, agencies invited in.

03 Agents

Research, monitoring, simulation, media, workflows.

02 Knowledge

One brand world, for every market.

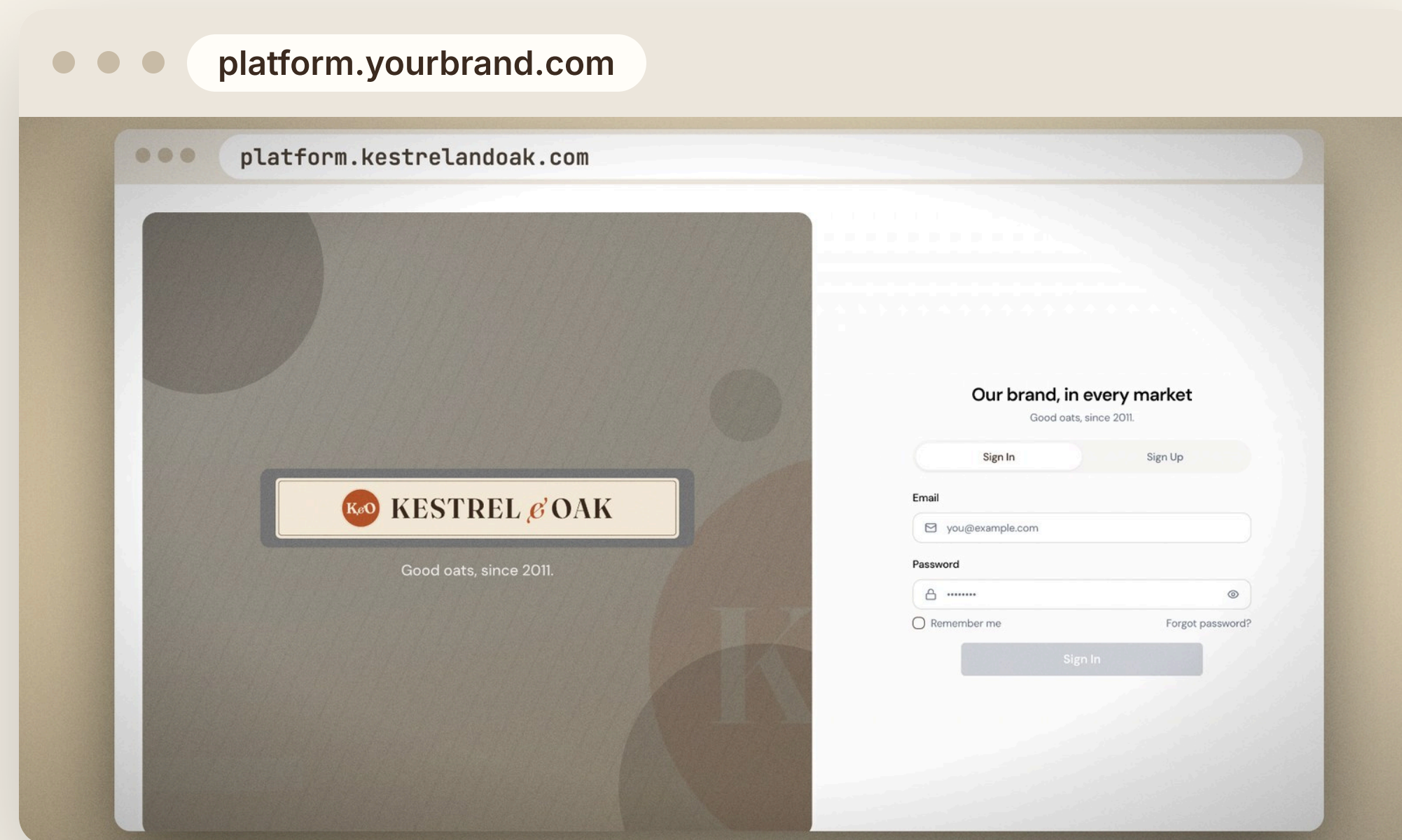
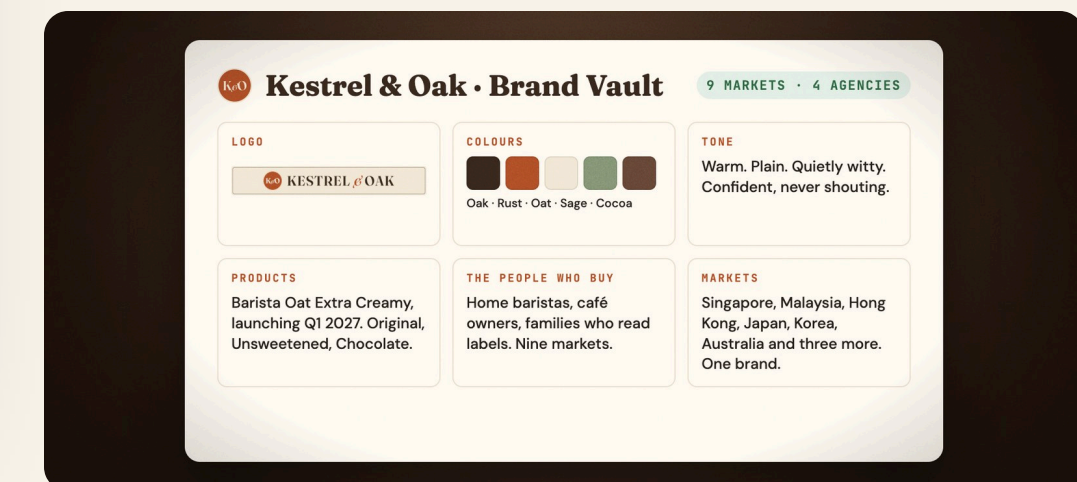
01 Models

Every leading AI model, kept up to date by us.

Ready before we meet.

Your platform, under your name.

Say the word and we set up your own platform, in your colours, at your own address, with your brand world loaded before we meet.



It's all yours.

Claim your platform, with USD 1,200 in AI credits.

2,000

credits on day one

1,000

credits every month, for ten months

No card

No contract. No questions asked.



gimmefylabs.com/brands

support@gimmefy.ai



Made on gimmefy. Every shot, image and note of music in the film was made on gimmefy, most of it on Kestrel & Oak's own platform. 10 credits = USD 1.