



Galaxy Creative Collective

A new creative agency model.

GALAXY
COLLECTIVE

Welcome to
the future of
human-powered
creative.

GALAXY Co. — 38.9° N / 77° W


The New Creative.

Full-Service, Boutique, & Independent Marketing Leaders.

Galaxy Creative Collective is an independent network of boutique agencies working together as a force for good. We're a group of seasoned marketing leaders who believe the best work can come from **an agile network of experienced pros.**

We work with top creatives and boutique, independent agencies to build a platform bigger than ourselves. We're committed to a mission of inclusion and equity, with a focus on clients who pursue social impact through business, such as B-Corp style brands and companies.

GALAXY
COLLECTIVE



Design-driven Future-focused



Galaxy Collective

GALAXY IS A NEW CREATIVE
PARTNERSHIP COLLECTIVE.

We're a network of established leaders in business, marketing and technology who think there's a better way to offer full-service creative – tailored to what you need without the overhead and expense of working with a typical agency.

We're the perfect partner for your in-house team, or creative collaborator to support your client services. We bring together talent from across the production spectrum to offer unparalleled work that's exactly the right fit.



Vision

We believe the best work comes from the best partners and strongest relationships. And, our creative network is already in place.

Galaxy Creative Collective is a platform to build on the strength of our established creative community, and create new opportunities.

Members get exclusive access to our partner network, shared talent and service resources, community events, and more.

**GALAXY
COLLECTIVE**




**THE GALAXY
COLLECTIVE**

ESTD **GC** 2018
THE NEXT GENERATION OF
CREATIVE COLLECTIVE

Capabilities & Services

We're a group of seasoned marketing leaders who believe the best work can come from an agile network of experienced pros.

We have the network and connections to offer everything from boutique creative production to full-service, end-to-end execution.

We can help with:

- Marketing & Creative Strategy
- Web Design & Development
- Video, Animation & VR
- Content & Creative Production
- Events & Experience Activations
- Media Planning & Buying
- PR & Media Relations
- Software & Technology Security

Partners & Membership

We're a group of seasoned marketing leaders with the network and connections to offer everything from boutique creative production to full-service, end-to-end campaign & marketing execution.

We welcome new members on a rolling basis. **Partnership is by invitation**, and anyone can apply to join.

To request an invitation...

Join the Collective:

1. **Apply to Join** — Request to join the Collective by email, at: hi@galaxycollective.co
2. **Get Sponsored** — Ask a current Collective member to nominate your application.
3. **Partner Vote** — The Galaxy Collective partner group votes on new members to invite.

Partner Benefits

We're independent and in it together. Born in digital and designed for the new world, we bring together top creative talent to create bold work with an incredible impact. Members of the collective benefit from access and opportunities including:

- **Referral Network** — New client and project referral opportunities.
- **RFPs & Biz Dev** — Access to new work and pitch opportunities.
- **Talent & Freelancers** — Connection to new creative talent references.
- **Digital Community** — Connect with everyone in our digital channels.
- **Shared Workspace** — Access within the network to available community work space.
- **Member-only Events** — Invitations to team happy hours, work sessions, and more.
- **Annual Creative Showcase** — Exclusive to partners and our extended community.

Evaluation

Evaluation criteria for new members is based on three core values:

- **Work Quality** — Creative production and delivery represents the industry best.
- **Positive Impact** — Prefer social impact clients and committed to a “do good” legacy.
- **Specialization** — Independent, boutique agencies who excel in a specific focus area.

Connections

Partner relationships are generally well established within the group, so that we:

- **Know Personally** — We know each other personally, and trust our partners.
- **Are Collaborative** — We work together with mutual respect and support.
- **Service Oriented** — We’re dedicated to the best work for ourselves and clients.

Agreements

We rely on internal support, engagement and contributions from our members. Expectations are informal, with a general commitment level that includes:

- **Support** — We help each other and don't poach clients, talent, or do creative turf wars.
- **Partner Referrals** — Consider Collective partners in new business opportunities.
- **Time & Experiments** — Contribute time when possible to benefit the Collective.
- **Annual Cost** — Collective Members cover annual shared overhead costs equally.
 - *Costs and associated share of fees are agreed to in advance by an annual budget approved by the collective. No fees for new partners in 2020.*

Partner Agencies

Eastward

UP/CAUSE



JOSHUA COGAN



freedom
YOUR STRATEGIC UN-AGENCY

BLACK
BEYOND

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01. Guided by Strategy

Cultural marketing, story and experience is at the heart of every idea and campaign we create — from digital micro-moments to the total experience of your company, brand, and marketing across channels. We create a strong foundation with smart, culturally powerful insights.

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02. Driven by Design

Bold ideas, powerful execution. We start with an eye for utility, aesthetics and performance on the web and beyond. Our creative approach is grounded in human-centered design and experimental, bespoke interactive solutions. We can create anything and everything for your next campaign.

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03. Born in Technology

Enterprise platforms, experimental tech, mixed reality and more. We were born in the digital age and ready to take on the next frontier. Our development and technology partners could be at NASA or Google, but they went rogue instead.

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STRATEGY

CREATIVE

TECH

RESULTS

**Let us create
your next _____
experience.**

A new kind of agency for a new kind of normal.



Born in digital and designed for the new world.

■ hi@galaxycollective.co

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