

# ASIMDOR

Who we are, and *what we're about*, in 10 pages.

We are a creative  
studio for brands  
navigating *the age*  
of **average.**

# Founded by folks who've *done this a lot.*



## Joseph Davies

CREATIVE PRINCIPAL

A creative director who builds award-winning, culture-shaping work by combining art, copy, and ideas into something people actually remember. 15+ years across three continents, collaborating and working with some of the world's most progressive agencies — W+K, AKQA, R/GA, and VML.





















## Frances Gaillard

BUSINESS PRINCIPAL

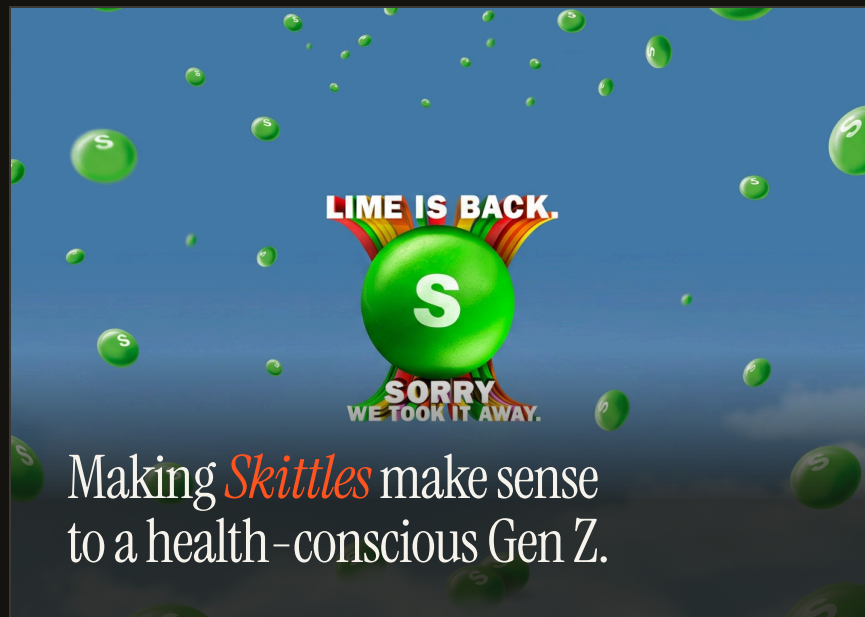
A global marketing leader with two decades turning brand strategy into business transformation — across FMCG, spirits, luxury, automotive, and beauty. She's driven growth and repositioned some of the world's most recognised names: Skittles, Twix, Starburst, Stoli, and Hilton.

# Brands we've *worked* on.

01 	02 	03 	04 	05 	06 
07 	08 	09 	10 	11 	12 
13 	14 	15 	16 	17 	18 



# Work that's left *a mark.*



LIME IS BACK.  
SORRY WE TOOK IT AWAY.

Making *Skittles* make sense to a health-conscious Gen Z.



Retrofitting *New Balance* from dad-shoe into cult icon.



Writing *Twix* into a global comedy franchise.



Making *Minecraft* a live biology classroom for the UN.



Unifying *Stoli's* voice across 30 markets.



**YOU** CAN'T BE STOPPED.

Shifting *Nike's* global platform from fitness metrics to personal purpose.



Rebranding *Hilton* business travel for a restless APAC.



Building *VSCO's* first brand campaign around creative courage.

# Some *shiny numbers.*

30+

PINNACLE INDUSTRY AWARDS

100+

TOTAL ACCOLADES

12+

MARKETS WORKED ACROSS

30+

COMBINED YEARS IN THE BUSINESS

AWARDED BY

01 Cannes Lions

02 D&AD

03 The Andy's

04 Global Grand Effie

05 One Show

06 Clio

07 Webby · AWWWARDS · Adfest



So we know  
*a thing or  
two* about:

- 01 Brand Strategy
- 02 Creative Direction
- 03 Copywriting & Naming
- 04 Brand Growth Strategy
- 05 Campaign Development
- 06 Visual Identity
- 07 Tone of Voice
- 08 AI-Native Production
- 09 Media Planning
- 10 Go-to-Market Planning
- 11 Global Brand Management
- 12 Agentic Workflows
- 13 Experiential & Events
- 14 AI Brand Governance
- 15 Marketing Effectiveness & ROI



Now we're taking on  
the market's most  
*seismic* hurdles.

01

## Everything looks *the same*.

Everyone's using AI. Great. Now you're just like everyone else. We build brands with a point of view sharp enough to survive the next model update.

02

## Audiences have *already moved*.

Habits have shifted. Platforms have multiplied. Attention has splintered. Most brand playbooks are still running on 2019 rules. We read the culture and build work that earns its place in it.

03

## Budgets have to work *harder*.

Senior people. No middle layer. We're two principals who onboard the best specialists only when the work demands it. Zero bloat — you only pay for decision-makers.

Got something  
to break?

*Ready when you are.*

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• SAY HELLO

hello@asunder.studio