“Our mission is to create ideas that are humanly relevant”

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ceo + cco
The bright, new technologies are bringing humans together as never before. In just one click, we can share our innermost thoughts with a million other minds. We can swap pictures of kittens. We can bring down governments. We should feel like gods.

But somehow we don’t. Because mostly what we feel is numb. It seems we’ve switched on something that can’t be switched off. The current of information is endless now; it knows where we work, and it follows us home. It bombards us with multichannel assaults on our time and attention, and the more it continues, the more desensitised we become.

So the big question is this: In a world made numb by digital noise, what can any business or brand do to make itself relevant again?

It is the question gyro was born to answer. We have the data-driven power to reach people with ever more precision, but we’ve always known that getting to the right place at the right time is just half the journey. The only way to truly reach people is with work that adds feeling to precision.

These humanly relevant ideas and experiences can come from anywhere and take any form, so we’ve swept away “creative apartheid” to establish a global powerhouse with a unique working culture.

Together, we can deliver communication for the world we live in now. To the power of data, we can add the spark of human meaning. We can lead businesses out of the age of reason and into the age of feeling.

Feeling is there in every choice humans make, whether we’re buying laptops or signing million-dollar contracts. Ideas that ignite feelings are ideas that ignite business decisions. And our right to exist as a company depends on our ability to find those ideas – on every project we’re given, every day we come to work.

We will never be afraid to do whatever it takes to make businesses and brands matter to people again.

WE ARE GYRO.
We are hundreds of creative minds strong, spread across continents, acting as one. We draw strength from the fastest growing advertising network in the world, the Dentsu Aegis Network, to ignite ideas with a power and a reach unprecedented in the business-to-people world.

DIVERSITY + INCLUSIVITY = HUMAN POWER
The advent of “big data” has led businesses into what seems like a new age of reason. We have the technology now to quantify our world in a myriad of rational ways. We see more, we know more and we have the algorithms to reach people with more precision than ever before. Choose the channels, decide on the message and press send. Relevance is guaranteed; success will surely follow.

There’s just one flaw in this analysis: human nature. Real people don’t behave as rationally or as predictably as the data might suggest. We are tribal and emotional, and the reasons behind the choices we make aren’t so easily measured. We go with our gut instinct; we hear what we want to hear; we choose our own “facts.”

This is not an age of reason; it’s an age of feeling. Big data has a big role to play, but only if we use it as the inspiration to create ideas that work on a human scale.

And what’s true of the world in general is equally true of the world gyro knows best – B2B marketing. For us, precision is nothing without feelings, because feelings ignite business decisions just as powerfully as they fire any other aspect of human behaviour.

As the leading network in B2B, we are putting every ounce of our global influence behind that message: B2B by numbers is not enough.

But we’ve gone further than just a message. To bring precision and feelings together as never before in the B2B arena, we’ve fundamentally reshaped who we are and how we work.

To be a global powerhouse that’s properly full service, we’ve become masters of both context and content.

By context, we mean using all the precision tools available – from the worlds of media, analytics and technology – to get to the right place at the right time.

By content, we mean creative ideas, experiences and storytelling – anything that leads to feeling. It takes feeling to complete the journey and truly reach people...to be not just relevant, but humanly relevant.

By bringing precision and feelings together, we create sparks.
Early trials for a company uniform have been shelved.

The Singapore office has its own dragons. Doesn't everyone?

A rare glimpse of the inside of a planner's brain.

The answer is 'We Can Do It!' Now, what's the question?

New York staff respond to the citywide pixel shortage by agreeing to share selfies.

A caption writer's dream.

Look, Mom, it's me! I finally got my picture in the paper.

The classic eight people in a teepee pose.

ALL OUR BUSINESS SOLUTIONS ARE MADE BY HUMANS FOR HUMANS.
There's a different spirit and a different way of doing things at gyro.

This didn't happen by accident. Our working culture was born as a deliberate response to the changes we're seeing around us – and the need to spark hundreds of diverse talents across the world to think and create as one.

WE CALL IT UNO.

UNO is made of collaboration and openness and big hearts. It is what happens when a global company takes away borders and silos and internal politics.

Above all, UNO is how we ensure nothing comes between our clients and ideas that could transform their business.

And the best way to understand it is through the feelings it creates. It's not just one emotion; it's many different feelings woven into one sense of purpose that drives this company and makes us who we are: humans at work, creating humanly relevant ideas. It's only possible because of UNO.

UNO.

YOU KNOW IT

WHEN YOU

FEEL IT.
The culture we’re creating at gyro is designed for one purpose: to bring creative minds together and set them free. We know ideas can take any form — that’s why our company has to be a magnet for all the creative diversity it can get.

To ignite human feelings in this hyperconnected world, where communications bombard people constantly, we have to step away from the conventions of integrated campaigning. We need to be curators as much as we are creators, because innovation doesn’t only come from pure imagination; it’s also about seeing new opportunities to bring things together.

So the more kinds of talent and experience we can bring to the challenge, irrespective of job title and department, the more kinds of creative opportunity we’ll discover.

Above all, we must find ideas that are relevant to people. And any idea that can help our clients shine has to be nurtured and given life. Everyone’s included, because at gyro, it’s everyone’s job to make it happen.
We have Ignition

The gyro Ignition Process™ is gyro's unique global strategic process. It is about building strategy around human relevance.

First, we frame the challenge. How can we make the product or service matter to people in ways that change behavior?

Next, we investigate. We look for the place where the product truth and deep customer insight collide.

The leap forward happens when we translate our thinking into a humanly relevant idea, something capable of reaching people, involving them, making them feel something.

That's the Ignition Point

This is the very first spark in a chain reaction of creative thinking. What follows involves every corner of our company.

We orchestrate by using the full power of analytics through gyro's precision to identify and optimize every possible touchpoint within the ecosystem.

This process allows us to ignite change in ways that are specifically geared to business-to-business. It's how we navigate and amplify all the communication channels at our disposal to help our clients build deeper, stronger relationships with their customers.
Within gyro we have world-class data capabilities. We can say exactly where the decision-makers are. We know how they buy. We can track their interactions. We can paint customer profiles one-by-one with hundreds of data points.

It’s powerful stuff and we use it, creatively and inventively, every day to help bring our clients’ brands together with the right people at the right time.

But proximity is not the same thing as closeness.

There has to be a spark of connection - some kind of meaning in the moment.

This is the last 1% of the journey - and it’s more important than all the rest, because it’s the part that translates the power of our data into the magic of persuasion.

It is the part for which there is no algorithm.

Because feelings cannot be conjured out of numbers.

They are born in stories. They live in shared experiences. They are ignited by invention and surprise, empathy and delight.

That’s why the source material for what we do at gyro will always be as large as life itself. And our pool of talent will extend ever further beyond the boundaries of a conventional creative department.

Our quest is to find the most wonderful ideas on the planet: humanly relevant ideas. What we’re looking for can come from anywhere - and be anything. But ultimately, everything we do for our clients must pass the same test: Either you feel it or you don’t.

That’s what we mean when we use the word creativity.
A LOT OF PEOPLE YOU KNOW
ALREADY WORK WITH US
Our stated mission is to create ideas that are humanly relevant. And that spirit extends beyond the paid work we do for our clients. We are forever curious about how we can use our talents and our time to help the people around us in the communities where we ply our trade and beyond.

For us, corporate social responsibility is not an obligation. It’s an opportunity. It enriches our understanding of human nature and makes the work we do far more meaningful.

We created the G foundation on the principle that everyone – inner-city schoolchildren, local charities, aspiring athletes, families displaced by war or natural disaster – deserves a chance.
HUMANS AT WORK
IT'S WHAT WE DO; IT'S WHO WE ARE

Our mission to create humanly relevant ideas is more than an aspiration; it's a daily reality; it's written into our list of capabilities; it's who we are.

We’ve brought data precision and boundless creativity together to make one full-service global creative B2B powerhouse. Working with us, you can market to a segment of one on a worldwide scale. And you can market in the most powerful way possible: by igniting feelings that ignite business decisions.

gyro: human
Our award-winning, full-service healthcare offering delivers gyro’s unique human relevancy to healthcare.

gyro: precision
Media Planning and Buying
Demand Generation
SEO/SEM
Channel Activation/Sales Enablement
Programmatic
CRM
Marketing Automation
Loyalty Marketing
Analytics - Data Visualisation, Attribution Modelling and Econometrics
Research and Insights
Campaign Measurement and Tracking

gyro: fuel
Content Marketing

gyro is powered by the Dentsu Aegis Network
dentsuaegisnetwork.com

WHAT
Our award-winning, full-service healthcare offering delivers gyro’s unique human relevancy to healthcare.