

WIN THE BUDGET BATTLE.



FRACTIONAL STRATEGY & CREATIVE LEADERSHIP
FOR AGENCIES.

A CONFIDENCE CRISIS AFFECTS ALL B2B BUYERS

When buying groups struggle to reach consensus, that's bad for your clients and for your agency.

When confidence is low, deals drag, engagement slows, investment dwindles.

Brands & agencies need to guide decisions with clear buyer strategies and proof.

In the "show me" economy, ALL buyers need a defensible story for every dollar.

PROMISE

WORKING HARD & SHOWING RESULTS ISN'T ALWAYS ENOUGH. CLIENTS ARE MORE LIKELY TO RENEW AND EXPAND WHEN THEY CAN PROMOTE YOU INTERNALLY, AS A STRATEGIC PARTNER.

ELEVATE FROM CHANNEL VENDOR TO STRATEGIC BUSINESS DRIVER

JUSTIFY INVESTMENT WITH A CLEAR, STRATEGIC ROADMAP

ALIGN AGENCY TACTICS TO DEEPER STRATEGY

LET'S CANCEL “VENDOR MODE”

WITH A STRUCTURED CATEGORY-DEFINING APPROACH
THATS CLOSE THE CONFIDENCE GAP FOR BUYERS AND
CREATES A SAFE SPACE FOR CLIENTS TO SAY 'YES.'

STORY-DRIVEN MARKETING LEADERSHIP



David Schafer has 100+ Marketing awards for effectiveness and creativity.



TRUSTED PARTNER

"I was fortunate enough to work with Dave for almost 3 years at Wunderman & WPP. He is an Account person's dream creative. It was a great experience to work side by side with him; he made me a stronger Account lead."

Carrie Dernar
Vice President, Customer Experience & Engagement at Benefytt

"Dave is a rare breed of mastered creatives. He has an outstanding command of both creative and strategy. From digital to TV and everything in between. Dave manages with a great sense of autonomy for his team. Top notch all the way."

Val Aveni
Vice President, Social Media and Brand Strategy at MGM

"It was a pleasure having Dave as the Piston ECD. He is a no-ego, hard-working, pragmatic, collaborative team member. Dave combines multiple key attributes: great with clients, great managing his own team and great collaborating with his peers."

John Hartman
Award Winning Entrepreneur & Technology Executive

intuit

PayPal



DNSFilter



AARP



PROVEN APPROACH

TURN INSIGHTS INTO
DECISIONS

BUILD ROI
CONFIDENCE

ELEVATE CHANNEL TACTICS
TO STRATEGY

SURFACE RISK &
OBSTACLES OPENLY

ANCHOR TO CLIENT
BUSINESS OUTCOMES

THREE WAYS I HELP

CATEGORY DESIGN & BRAND STRATEGY

A STRATEGIC APPROACH THAT
REDEFINES THE CLIENT'S BRAND AS
A CATEGORY LEADER.

BUYER'S JOURNEY ACTIVATION

MESSAGING SYSTEMS THAT DRIVE
CONSISTENT CONTENT ACROSS THE
ENTIRE BUYER JOURNEY.

CREATIVE LEADERSHIP

CREATIVE LEADERSHIP THAT SETS THE
STANDARD SO COMMUNICATION IS
PURPOSEFUL, CONSISTENT AND
RELEVANT.

HOW IT WORKS

PLUG-IN STRATEGY,
CATEGORY DESIGN,
MESSAGING DECKS,
PITCH DECKS,
BRAND LEADERSHIP,
CREATIVE DIRECTION,
& QBR SUPPORT.

CATEGORY POV
& POSITIONING

BUYER'S JOURNEY
BRIEFS & CONTENT

CREATIVE
LEADERSHIP

Define the space the brand can lead.

Most companies compete inside someone else's frame. Category design reframes the problem, defines the shift, and establishes why the old way fails. It articulates what must exist now — and why this brand is built to lead it. Without a defined category, differentiation collapses into feature comparison and channel tactics.

Outputs:

- A clear Category POV deck
- An articulated enemy
- A defined category narrative
- Leadership logic
- Aligns strategy, marketing, and sales

HOW IT WORKS

PLUG-IN STRATEGY,
CATEGORY DESIGN,
MESSAGING DECKS,
PITCH DECKS,
BRAND LEADERSHIP,
CREATIVE DIRECTION,
& QBR SUPPORT.

CATEGORY POV
& POSITIONING

BUYER'S JOURNEY
BRIEFS & CONTENT

CREATIVE
LEADERSHIP

Make the decision defensible.

Modern buying groups are complex. Consensus is fragile. This lens turns the Category POV into a structured evaluation framework for buyers: what criteria matter, what proof is required, and how objections are neutralized. This removes ambiguity from evaluation.

Outputs:

- A belief system
- A buying journey framework
- ABM strategy & content
- Core message and supporting pillars
- Claims mapped to proof
- Objection handling logic
- Stakeholder talk tracks

HOW IT WORKS

PLUG-IN STRATEGY,
CATEGORY DESIGN,
MESSAGING DECKS,
PITCH DECKS,
BRAND LEADERSHIP,
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CATEGORY POV
& POSITIONING

BUYER'S JOURNEY
BRIEFS & CONTENT

CREATIVE
LEADERSHIP

Operationalize belief across every channel.

A strong POV fails if content doesn't ring true. That's why I help you convert the narrative and decision logic into a messaging and creative. I help you maps content, messages and camapaigns to each buying stage so buyers can self-educate, evaluate, and build consensus before engaging sales.

Outputs:

- Creative direction
- Design & copywriting
- Brand & Performance Campaigns
- Branding
- Buyer-journey asset map
- Sales enablement assets

- CLOSE COLLABORATION
- CUSTOM PRESENTATIONS
- AVAILABLE AS NEEDED
- WHITE LABEL OR PARTNERSHIP
- FIRST PROJECT FREE

**BELIEF WINS
CATEGORIES.
LET'S BUILD
BELIEF.**

THANK YOU!
DAVID@GANGBUSTRS.COM



APPENDIX



CATEGORY DESIGN MANIFESTO

We help ambitious B2B companies become the obvious choice in their category.

In a world where tech is booming, expectations are high.

But confidence is low. A great product is no longer your moat.

B2B Buyers are in risk-management mode.

We help close the confidence gap between what product has built and what buyers are ready to trust.

It starts with a point of view that reframes your category.

Then we build a story system that makes it stick across marketing, sales, and fundraising.

So your narrative becomes an internal operating system for growth.

From there, we create brand and demand assets that remove risk and build trust.

When buyers understand the problem you solve and trust your perspective, momentum shifts.

Marketing becomes less costly.

Demand gen moves the needle.

Demos get sharper.

Trust grows. Buyers lean in.