



# HELEN & GERTRUDE

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# Scientifically Creative. Purposefully Human.

Partnering with you to build human centered brands.

WATCH VIDEO



<https://www.hg.agency/>

At Helen & Gertrude, we believe in beautiful work, but more importantly in effective work. Creative for creative's sake is, after all, a waste of your media spend.

Part creative agency. Part media agency. 100% backed by data.



<https://www.hg.agency/>

# What We Made

1 2 3

## Social Good Made Great

We partnered with Hologic to address the disparities Black women face for mammography screening and saw 6.4 million impressions from our Power of Sure campaign. The **Genius™ 3D MAMMOGRAPHY™** site had almost 20k new visits within 2 months, with 1 in 5 visitors going to the facility finder to seek care.

### ALL PROJECTS



<https://www.hg.agency/>

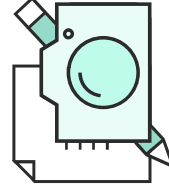


# What We Offer



## Brand Development

Informed by data, we construct intelligent brand strategies and stories that are insightful, ever-evolving, and one step ahead of your competitors.



## Content Services

We call it creative that is as imaginative as it is rational. We provide full-service capabilities—with a common goal of trackable, measurable results.



## Media Planning & Buying



## Insights & Research

<https://www.hg.agency/>

# Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

## Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

## Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

## Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

## API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

## LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

## FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

## E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.