

GTN

*Forging powerful partnerships between
brands, VIPs and cultural connectors*

WHO WE ARE

> INDEPENDENT

As a **privately owned** business, we move with agility, integrity and complete autonomy

> CONNECTED

We **bring together people, opportunities** and ideas to accelerate global growth

> CULTURE-LED

We put **cultural intelligence** at the centre of every connection, ensuring collaboration, that works anywhere in the world





WHAT WE DO

For over a decade, GTN has helped global businesses build partnerships that genuinely deliver.

With deep experience across PR, marketing and brand strategy, the team understands how to create visibility, shift perception and drive measurable ROI.

GTN works with global brands, rights holders, agents and VIPs to identify, shape and execute powerful collaborations. From sponsorships and ambassador roles to brand-to-brand partnerships and cultural moments, the team blends strategic insight with a highly connected network to ensure every activation is meaningful, relevant and commercially effective.

OUR SERVICES

Brand Partnerships

Brand Ambassadors

VIP Licensing

VIP Guest Listing

Brand Sponsorships

Creative ideas

Equity Partnerships

Cultural Strategy

VIP Casting

VIP Performance & DJ

Brand Strategy

Marketing

WHO WE'VE WORKED WITH



CT
CONCHAY TORO
DESDE 1883



معرض الجواهر
المجوهرات والساعات
DOHA JEWELLERY &
WATCHES EXHIBITION

CAPRICE
restaurants



ROYAL SALUTE
SCOTCH WHISKY



FTWeekend

GUCCI



LONGCHAMP
PARIS



Amelia

Casillero
del
Diablo

LULU GUINNESS

BOMBAY
SAPPHIRE

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



MESSAGE FROM OUR FOUNDER

“GTN is built on the belief that great partnerships create limitless opportunity. We exist to connect ambition with possibility, and to deliver results that elevate brands, talent, and the industries we serve.

We grow by working side-by-side with our clients, solving challenges, and crafting partnerships that move the needle not just for today, but for the future.”

- **Founder, Francesca Gamble**



Our Founder Francesca Gamble with Jason Statham at the Abu Dhabi Grand Prix

**WE TURN CULTURAL
RELEVANCE INTO
COMMERCIAL IMPACT**



OUR WORK



FORMULA 1

CLIENT: F1

SERVICES: VIP Appearance

GTN partnered with Formula 1 and its key brand partners to secure high-impact VIP appearances for the Abu Dhabi Grand Prix - driving a +350% uplift in global impressions and delivering the most visible year in the event's history. GTN also supported the iconic Formula 1 Live 75th Anniversary at The O2, elevating cultural relevance and driving premium audience engagement.

Leveraging its extensive global network, GTN curated a dynamic mix of influential figures across entertainment, sport and media, securing both paid and non-paid talent to maximise reach, authenticity and earned-media value.

Guests have included:

Jason Statham | Rosie Huntington-Whiteley | Giggs | Orlando Bloom | Will I Am | Chris Hemsworth | Jared Leto and many more.

60m

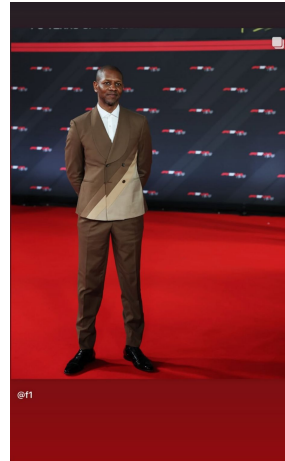
Social media reach

+20

Pieces of global coverage

+1.1b

Earned PR reach





WIMBLEDON CHAMPIONSHIPS

CLIENT: Pimms & Wimbledon

SERVICES: VIP Guest Listing

Since 2018, GTN has managed and executed all talent activity at the Wimbledon Championships – securing and overseeing a curated roster of tastemakers, style icons, VIPs and cultural figures across film, music, entertainment and sport. The team has consistently delivered a premium guestlist that elevates Wimbledon's cultural relevance and reinforces its status as a globally iconic event.

All VIP guests attended entirely unpaid, choosing to appear and share organically. This authenticity, driven by GTN's trusted relationships and industry credibility, generated powerful earned-media value and genuine cultural momentum year after year.

Guests have included:

Stanley Tucci | Pink | Charli XCX | Golda Rosheuvel | Andy Samberg | Zendaya | Paul Mescal | Jason Manford | Arielle Free | Edie Campbell | Michael Ahomka-Lindsay | Alison Hammond | Binky Felstead | Brad Simpson | Mel C | Grace Carter | Clara Amfo and many more.

+120

VIP Guests in 2024

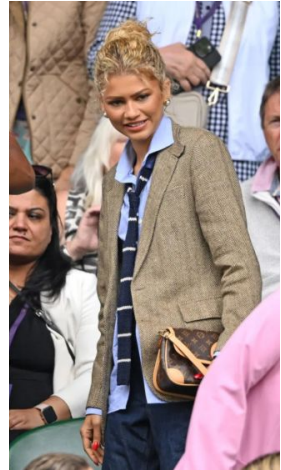
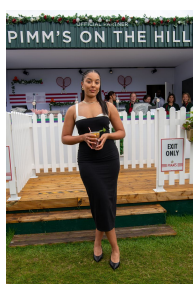
+30m

Social media reach

102

Pieces of coverage In 2024







CASILLERO x BAFTA

CLIENT: Casillero del Diablo

SERVICES: Brand Partnership, Talent Partnership,
Contract Negotiations, Product Seeding, Tastemaker
Engagement

GTN activated Casillero del Diablo's new BAFTA partnership with impact, driving the brand's shift from Sky Cinema to becoming the Official Wine Partner for the 2025 Film, TV & Gaming Awards. The team delivered a culturally relevant, talent-led launch designed to maximise visibility and elevate Casillero del Diablo's premium positioning.

To amplify momentum, GTN secured AJ Odudu to generate high-value global PR, social reach and red-carpet credibility. GTN also curated a premium at-home BAFTA gifting experience for key tastemakers, unlocking authentic UGC, extended campaign reach and a powerful earned-media uplift.



30+

*Pieces of global
coverage*

799m

*Coverage
reach*

4.5k

*Tastemaker
Organic outreach*



31 best BAFTAs 2025 red carpet looks

They're dressed to impress.



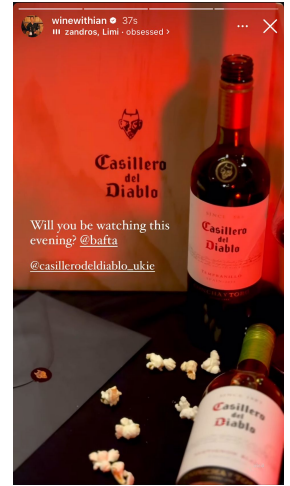
Bafta Awards 2025: From mermaidcore to gothic glamour, these are the most daring looks on the red carpet

All the standout looks straight from the red carpet



AJ Odudu, in a rare fashion faux pas, led the worst dressed stars at the 2025 BAFTAs on Sunday evening.

BAFTA Awards 2025 red carpet: The best celebrity looks



CAPRICE

restaurants



CAPRICE RESTAURANTS

CLIENT: J.Sheekey, Scott's Richmond, Sexy Fish, Balthazar,
34 Mayfair

SERVICES: VIP & Tastemaker Programme

GTN drove a strategic VIP acquisition strategy to attract a new wave of modern, culturally relevant tastemakers to luxury venues, reinforcing their status as *the* exclusive places to be seen. The focus was on cultivating cultural credibility through organic word of mouth, elevated social visibility, and targeted press moments.

Leveraging GTN's long-standing and trusted relationships across the talent landscape, all VIP guests attended entirely unpaid, choosing to show up and post organically. This authenticity not only enhanced prestige but also created powerful earned-media value and genuine cultural momentum for the venues.

Guests including:

Betty Bachs | Hayley Atwell | David Gandy | Felicity Blunt | Daisy Edgar Jones |
Jeremy Irvine | Jack Guinness | Minnie Driver | Clara Paget | Taron Egerton | Arielle
Free | Sadie Frost | Dolly Alderton | Aidan Turner | Natalie Pinkham | Louise Boyce |
Aisling Bea and many more.

+7m

Organic social
reach

+200

k

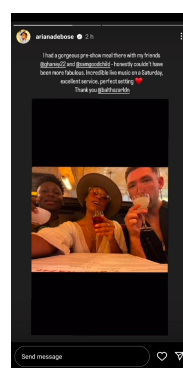
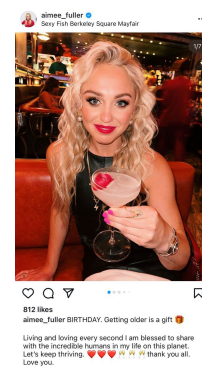
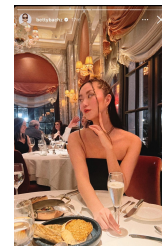
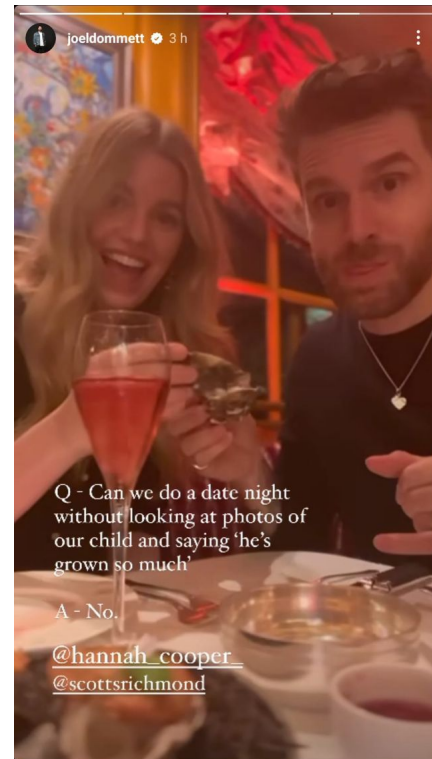
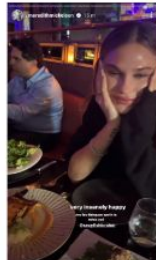
180

VIP Guests secured
organically





thewhitmore
Covent Garden, London



U9



U9 x TINIE TEMPAAH

CLIENT: U9 Bar

SERVICES: Talent Activation & VIP Guest List

The team behind U9 Karaoke Bar – London’s first high-end East-Asian inspired karaoke and cocktail venue – challenged themselves to “launch with a bang” and immediately position U9 as a must-visit nightlife destination. They needed a celebrity-powered opening night that would attract high-profile guests, generate buzz, and secure media coverage – all to create momentum ahead of a full public launch.

The launch delivered exactly that: The team secured global superstar Tinie Tempah as a surprise performer, to coincide with the release of his new single, along with a VIP guest list managed by GTN with top names including Henry Holland, Yinka Ilori, JME, Diana Vickers, Candice Brown and Oliver Cheshire. The event generated national press coverage in both The Sun and Daily Express.

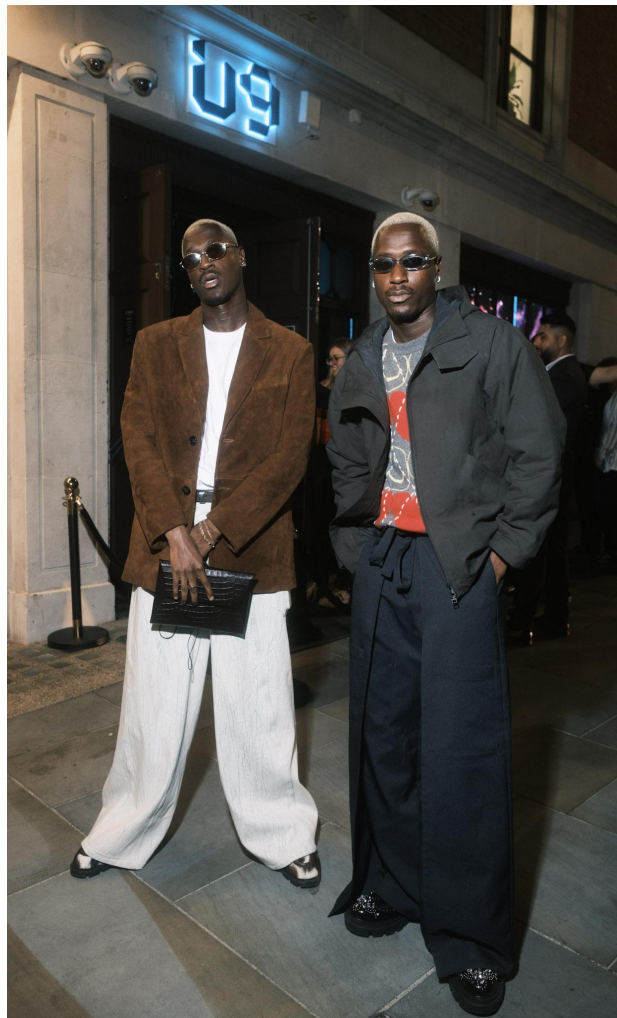
10m+

*Social media
reach*

750k

Media Circulation





e-on
next

SWITCH  OFF.
GAME ON.



e-on
next



E.On NEXT x BIG POTATO GAMES

CLIENT: E.On Next

SERVICES: Brand Partnership

GTN brokered the partnership for E.ON Next's 'Switch Off. Game On' campaign, identifying and securing Big Potato Games as the perfect brand partner. Leveraging the rise in board-game culture and the pre-Christmas play peak, the collaboration delivered a timely, culturally relevant moment designed to help people switch off and reconnect.

The partnership was brought to life with Ashley & Jordan Banjo opening the series, Martin & Harleymoon Kemp now brings the next wave of 'Switch Off. Game On.'

2.4m

Social media
reach

5k

Customer
engagement

SWITCH  FF.
GAME ON.

e-on
next





معرض الدوحة
للمجوهرات والساعات
DOHA JEWELLERY &
WATCHES EXHIBITION



DOHA JEWELLERY & WATCH EXHIBITION

CLIENT: Visit Qatar

SERVICES: Brand Ambassadors, PR & Advertising, VIP & Tastemaker Activations

GTN was engaged to elevate the Doha Jewellery & Watches Exhibition 2024 beyond local markets, driving global brand awareness and introducing the event to new, culturally relevant audiences. GTN executed a full ambassador and VIP programme designed to amplify reach, enhance prestige and position DJWE as a world-class luxury destination.

Through a strategic mix of paid and non-paid talent, GTN secured influential figures across fashion, lifestyle and entertainment – deepening the event’s cultural footprint and delivering a powerful uplift in visibility, credibility and social engagement.

Guests have included:

Thierry Henry | Irina Shayk | Kareena Kapoor | Nick Wooster and more.

100m

Earned PR reach

+80

Pieces of global coverage

486m

Social media reach



معرض الدوحة
للمجوهرات والساعات
DOHA JEWELLERY &
WATCHES EXHIBITION





THE
DEVIL
WEARS
PRADA
A NEW MUSICAL



DIABLO x DEVIL WEARS PRADA

CLIENT: Diablo Wine

SERVICES: Brand Sponsorship & Guest Listing

GTN brokered the partnership between two iconic brands, securing Diablo as the Official Wine Sponsor of *The Devil Wears Prada Musical*. The team also collaborated with the Elton John AIDS Foundation for the world premiere, delivering a culturally resonant, high-visibility launch moment.

All VIP guests attended organically with no paid appearances, reinforcing authenticity and generating strong earned-media value for both partners.

Guests included Lady Amelia Windsor, Vanessa White, Donatella, Elton John, Clara Amfo, Amelia Dimoldenberg, Lily Collins and many more. Katy Perry | Sienna Miller and many more.

200
m

20
VIP Guests

30
Pieces of organic
social coverage





Let's work together.

hello@gtnconsultancy.co