Helen + Gertrude

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Scientifically Creative. Purposefully Human.

Partnering with you to build human-centered brands.

Watch Video

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

Certified Women-Owned.

What We Made

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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.

View Case Study See All Projects

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Informed. Creative.

- In-House Production Studio
- Content Services
- Community Management
- Web + UX Design
- Media Planning + Buying
- Insights + Measurement

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00:52

Trusted By

ACADIA

AmeriCOM CENTER FOR OPTICS MANUFACTURING

DICKINSON BRANDS INC

ezcater

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J. LOHR VINEYARDS & WINES

KEOLIS

Phalanx IMPACT PARTNERS

reflexion

Saint ANGEL

Stanford

The Child Advocacy Center of Greater Rochester

iS CLINICAL

What's New

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Protecting Your Brand Amid Constant Social Media Shifts

CEO Becca Post poses key questions to help uphold your brand's values, community, and success amid social media's rapid changes in 2025.

Another Stride in Women's Health Marketing

We received a Bronze Honor in the 2024 Shorty Impact Awards alongside our partners, Hologic 3D Mammography.

The Case for Investing in Organic Content

In a world dominated by paid ads, organic social remains essential for building genuine connections and fostering brand loyalty.

NEXT ›

Got a question?

Let's Talk

Headquarters

Inquiry

Select one...

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info@hg.agency

Email

Message

Example text

I agree to receive email marketing and industry updates from Helen + Gertrude.

Send

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.
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