



PHIL GAYTER
CREATIVE DIRECTOR



Phil helps brands realize their POWER and POTENTIAL. Using a series of tools he's developed to get to the heart of a brand, he ekes out the differences that make your business unique (and therefore of extra value to your customers), utilizing consumer and industry insights to "nail" the perfect branding message. Phil has created global branding for Coca-Cola, Reebok, GM to name a few. He has won in excess of \$220 mm in new business for his agencies (Leo Burnett Worldwide and Euro RSCG) and has a string of awards to his name. Phil has a BA (Hons) in communications from the Manchester Metropolitan University (UK) and currently lives in Lake Bluff, IL where he runs, paints and writes for relaxation.