



Creative Director

Gary Cooke's life is dedicated to creativity. For nearly 30 years he ran a successful agency in London, before starting Cooke With An E. He lives in rural Oxfordshire with his wife and 2 year old daughter, who both keep him young and his feet on the ground!



Lecturer

Gary's immense experience, unstoppable passion, storytelling and repartee has made each one of his visits an absolute treat and fun learning experience.

Jeffrey Tribe
Senior Graphics Lecturer,
Bedford College

Creative Coach

If you have the opportunity to work with Gary embrace it with both arms. I can say with certainty that not only will your trust be rewarded, but your life will never be the same again!

Creative Director

Speaker Coach

Gary took my draft script and helped me transform it into a motivational speech that I was able to deliver with real confidence.

James Barnett
Bain & Co.

Trustee

Gig-Arts Trust – a charity that inspires students of the arts, music and drama to explore their creativity and connect with their community.

gig-arts.org

Making your vision a reality, with bright ideas, clear brand thinking and innovative design.



You can't be a leading brand by doing what everybody else does. But being innovative and embracing creativity can be scary. Logic and gut instinct don't often go hand-in-hand, yet fresh ideas and new ways of presenting what you do will help differentiate you from the competition.



I grew up believing ideas are what mattered most. Great ideas don't happen by accident but by exploring different ways of doing things – making new connections. Thinking of what's possible keeps me awake at night and gets me out of bed every morning

Intelligent ideas can make us think or behave differently – they can change our lives – they can change the world!

Branding

Successful brands are those that care. They care as much about their customers as their bottom line. Successful brands care about innovation, creativity and sustainability – offering new and exciting possibilities and experiences to their people and their customers.

What I do

To create something special for start-ups, small brands who want to be bigger brands and brands that are not quite sure where they're going but know that they need to change.

Current clients

Rocketseed, The Art 2 Create, Board-Walk Consulting, Decide Consulting, PGA Swing Guru. Gig-Arts Trust, Pier Financial, Love at Work Foundation.

Past clients

Boots, British Red Cross, Cunard, Disney, Ernst & Young, First Capital Connect, International Committee of the Red Cross (ICRC), Lloyd's Bank, Lombard, London Eye, Marks & Spencer, Post Office, Royal Bank of Scotland, Royal Mail, NatWest, NHS, Sainsbury's, Seagram, South West Trains, Tesco, TransPennine Express, Victoria & Albert Museum, William Grant & Sons.



Measuring the success of design is the most important factor in the whole creative process. If the best looking design in the world doesn't deliver a return on your investment, then it's failed.



Blog

A life in design isn't a 9-5 job. Creativity presents itself across all aspects of life. Here are ideas and thoughts on a few of them. blog.cookewithane.com

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