



**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](http://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](http://blog.cookewithane.com)

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