



PHILIP GJEDSTED
WRITER/CREATIVE DIRECTOR **BRANDUP**



Philip has well over thirty years experience writing and producing International advertising and communications.

He is now an independant consultant with a folio that embraces traditional advertising ,Corporate films, digital communications and social media.

In Australia, Philip was Creative Director of two of Australia's most successful Advertising agencies "of their time": MOJO (Melbourne) and MATTINGLY Y&R and was recognized for both his brand and retail advertising.

He became an independent consultant with major advertising agencies in both Melbourne and Sydney, Australia, in 1993. Philip left Australia in 2001 and consulted for agencies in Singapore, Hong Kong and Vietnam. He has also written and produced corporate films for some of India's and Vietnam's largest companies.

As a Creative Director, Philip is involved in defining brand strategy, core values and personality, how a brand looks, sounds and interacts in all forms of communications from hard copy and broadcast to all digital forms. As a writer he builds "friendships and relationships for brands" by developing their own unique 'language style' built on their propositions and core values. He also enjoys refreshing and extending existing brands.

Working with Philip is similiar to having a full service agency on your team, but without expensive overheads and unwieldy systems of communication as he works directly with you to ensure the best possible results and is directly accountable for the success of your project.

2005-2015. PHILMS. Owner. Creative Director.
2004-2005 Young and Rubicam. Hong Kong.
2001-2003 Batey Ads. Singapore.

1993-2000 Consultant: Sydney:
Whybin Lawrence TBWA, Clemenger BBDO, Y&R, O&M Singleton.

1990-1993 Mattingly /DYR. Melbourne.Creative Director.
1983-1989:MDA/Mojo MDA/Chiat Day Mojo. Melbourne.
Senior Writer promoted to Creative Director
Other agencies: Leornardi & Curtis., FCB Spasm, Y&R, Masius.

MAJOR CLIENTS HISTORY:

Club Mediteranee. Singapore Tourist Board. Silk Air EZ Holidays.
Sony Playstation. Foxtel. Sydney Morning Herald. Australian Womens Weekly
Australia Post. Victorian Government. Australian Airlines. Mercedes Benz.
FASHION: Lee Jeans. Sportsgirl. SportsCraft. Portman's Fashion Stores
Katies Fashion Stores, Sussan Fashion Stores..
RETAIL: Myer/Grace Bros Stores (Brand + individual departments+ special events)
FMCG: Vegemite. Kraft Peanut Butter. Plumes Ice Cream. Doritos.
Colgate Fresh Confidence, Naturals Silky Straight Shampoo.Care Baby Talc,
Launch of 'Colgate Total 12 Toothpaste' into China.

BRAND CREATION, SALES AND ADVERTISING/COMMUNICATIONS;

Resort-inabox. Bali
Le-Pirate Beach Club. Nusa Ceningan/Gili Trawangan.
Balangan Wave. Balangan. Bali.
Happy Chappy. Restaraunt. Bali.
Whisky Saigon. Night Club/ Boston.USA.
Sea Sentosa. Bali.
Double-Six Seminyak. Bali.
Paradise Property Group. Bali
Colombo City Centre. Sri Lanka.

CORPORATE FILMS:

Dutch Lady/ Friesland Foods/ Vietnam
Haimark Films Mumbai Productions .
Essar. India.
Vedanta. India.