

ANORAK

GARY FREEDMAN



Gary has directed some of the funniest and emotionally rich commercials to grace our televisions for brands such as Heineken, VW, Nike, HSBC, Fosters, IKEA, and Doritos.

Along the way he's won Titanium, Grand Prix and five Gold Lions at Cannes, Gold and Bronze British Arrows for his Doritos "Dip Desperado" film, and numerous D&AD pencils. At the 2017 Cannes festival he was awarded a Gold Lion for his Heineken "When you drive never drink" commercial produced through ANORAK.

He has been ranked 2nd highest awarded commercials director by the Gunn Report; in 2015 and 2016 he was nominated as Shots Director of the Year and ranked 3rd in Campaign Magazine's Top Ten commercial directors.

Gary lives in London.

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