



---

## GREY NEW YORK HIRES FAIR AS CREATIVE DIRECTOR



Perry Fair has joined Grey New York as a Creative Director. Since 2008, Fair ran his own consultancy, Crush&Destroy, in collaboration with Sabertooth of Venice, California. He was previously Creative Director on the Nissan account at TBWA/Chiat/Day, Los Angeles. He has also worked on Nike, Gatorade, Coca Cola and Target. At Burrell Communications in Chicago, Fair was the youngest person in the company's history to be promoted to Associate Creative Director, working on Coca Cola, Toyota and Lexus. Grey New York is the flagship and largest office of Grey, the advertising network of Grey Group. Grey New York's client roster includes Procter & Gamble, GlaxoSmithKline, Diageo, Wyeth, Canon, 3M, Eli Lilly, Dairy Queen, ETrade, the NFL and TJ Maxx. Grey Group is a global advertising and marketing agency, with headquarters in New York City, and 432 offices in 96 countries, operating in 154 cities.

<https://blog.granted.com/>