

Instinct

We support and challenge business leaders to maximize the potential within their Brands.



An Instinctive Merger - Imagine That!

Ted Matthews, Brand Coach and Managing Partner, is delighted to announce that **Greg De Koker has joined the firm as Associate Brand Coach and Partner.** Greg, a graduate of the University of Michigan, brings to Instinct the experience and resources of Imagine That! Communications, the Toronto Brand strategy and design firm he founded in 1993.

Greg is renowned for an exceptional range of talent that spans high-level creativity to detail-oriented focus. He developed his impressive client list - including Bombardier Regional Aircraft, The Beer Store, Canon, Macquarie Financial, Suzy Shier, Sotto Sotto and CanWest Media - on the basis of brilliant work, outstanding relationship-building skills and a deeply-held passion for building clients' Brands.

Ted Matthews, Canada's original and foremost Brand Coach, is thrilled to welcome Imagine That! clients to the Instinct family, which includes - over a 34-year span of Brand engagements - adidas, Honda, Steelcase, Toshiba, Strata Health, Oxford Properties, Pickseed, Investment Planning Council, Benjamin Moore, Steam Whistle Breweries and orange.

Our Vision:

To be recognized as the organization responsible for teaching the broader understanding and appreciation of "Brand."

Visit our website at: www.instinctbrandequity.com

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website

Please note Greg's new contact information...

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