

BOL

with over 100 accounts from 20 different countries, our focus is on content, digital amplification of guerrilla marketing.

A black and white photograph of two men in tuxedos and bow ties, smiling at the camera. The man on the left has a beard and mustache.

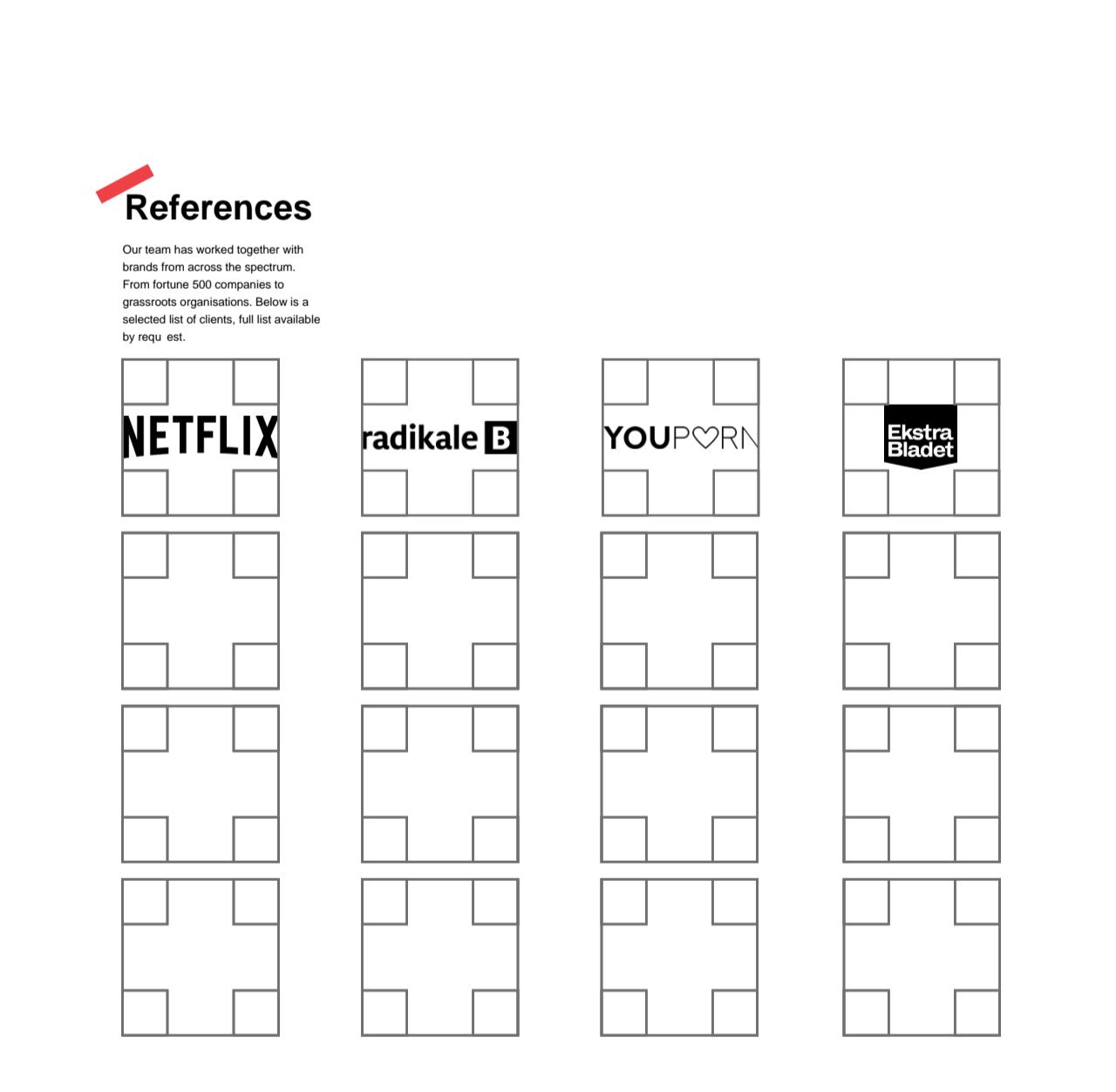
A black and white photograph showing a row of four people in formal wear. On the far left, a man is seen from the side, wearing a tuxedo and a bow tie. Next to him, another man is also in a tuxedo but with a white shirt and no bow tie. The third person in the row is similar to the second. To the right, a woman in a dark, possibly black, dress stands with her hands clasped in front of her, holding a small clutch bag. The background is dark and indistinct.

See the
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Gorilla
produces
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Video
Guides
Narratives
Social
Strategy



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Let's talk

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Gorilla

WORK.

WORK

GORILLA is an internationally recognised award winning creative agency based in Copenhagen Denmark with over 100 awards and nominations from 20 different awards programmes, our focus is on viral video, branded content, digital storytelling, and amplification of media through guerrilla marketing.

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Sort by



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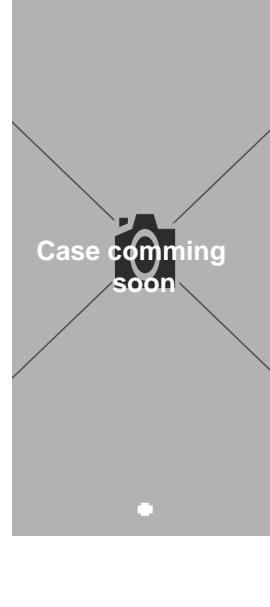
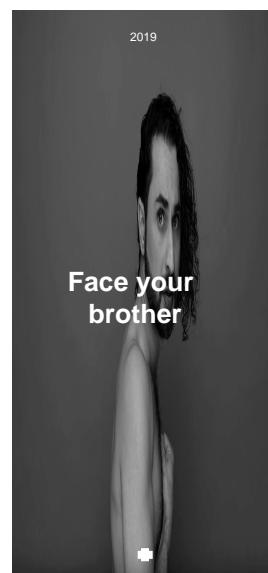
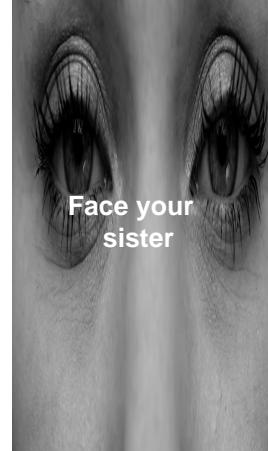
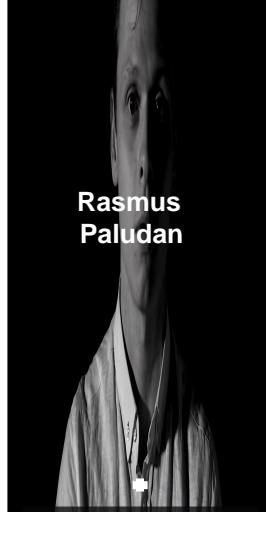
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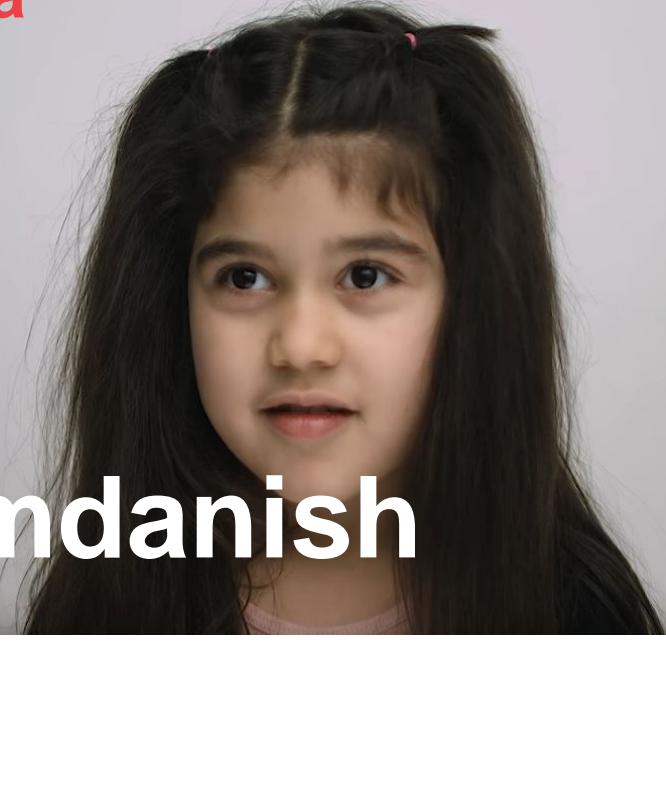
CASE STUDIES.

CASE STUDIES

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GORILLA is an internationally recognised award winning creative agency based in Copenhagen Denmark with over 100 awards and nominations from 20 different awards programmes, our focus is on viral video.





#IAmdanish

The brief

Brisket pastrami pork bresaola, leberkas pork chop prosciutto. Spare ribs bacon kielbasa chuck tenderloin. Tail shoulder t-bone prosciutto

Pitch

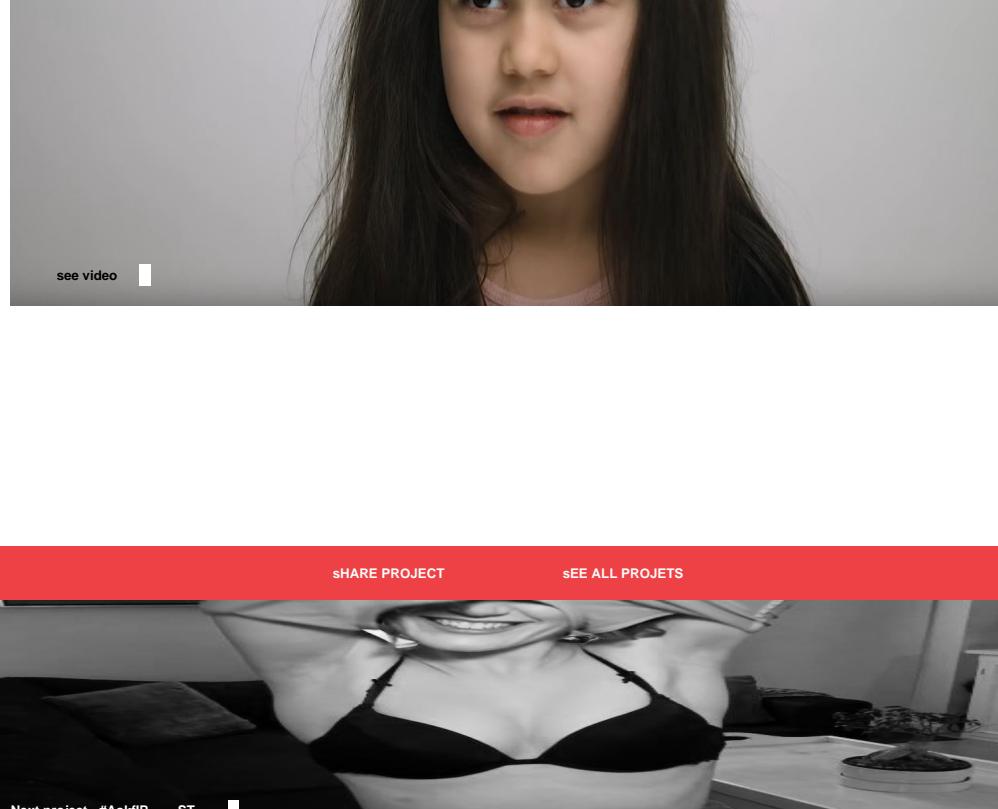
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ABOUT GORILLA MEDIA.

Gorilla

Our History

After the death of his son Theodore, creative director Alex Sabour decided to leave the agency he was employed at to pursue other ambitions. The need to have a company to still work on freelance projects lead to the creation of Gorilla Media in December 2016. A few months later, Alex approached a small 2-man production company called CustomFellas, consisting of video director Sasan Askari and producer Lelo Shalby to collaborate on what would become one of the biggest danish viral videos of all time: #IAmDanish. The meteoric success of #IAmDanish led to a string of other award winning social good campaigns including Face Your Brother, Face Your Sister and #BlandDig.

However, good fortune was cut short once again when Alex lost his second son Adam in 2018.

Despite the challenges Gorilla was facing, the team still able to design and execute the largest global anti-revenge porn campaign entitled #AskFirst for Danish Women's Society and PornHub, as well as, continue to win more awards including the highly prized Rambukken.

The continued success of Gorilla, even during this turbulent time, was able to convince Danish Investors GrowYou to inject capital into the company securing not only better frames, but also the talent needed to take Gorilla to the next level.

With 150+ videos, and 3000% growth in less than 3 years Gorilla Media has proven not only to be a competent team, but also a unique agency that pushes the boundaries of what is possible in the realm of advertising and video.

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Creative Director | Partner IN @

Lelo Shalby

Sales Director | Partner IN @

Sasan Askari

Content Director | Partner IN @

Michelle Østergaard

Graphic Designer IN @

Tanja Mortensen

Project Coordinator IN @

Aksel Leth

Project Leader IN @

Martin Dokswel

Copywriter IN @

Philip Toscano

PR Manager US and International Media IN @

Karoline Bruun

PR Manager Scandinavia IN @

Jino Doabi

Office Assistant IN @

Kevin Hansen

Account Manager IN @

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Mads Ehrhardt

Allan Tharuman

Özlem Cekic

Louise Brandt

Kurt Kara

Values

Creativity. Integrity. Performance.

Courage.

Creativity: we believe that the budget of a campaign should never dictate the quality of the ideas that are pitched.

Creativity doesn't require a budget.

Great ideas are always great, and great ideas demand attention from the world - and they will not be ignored.

Integrity: we conduct our business in accordance with the highest standards of professional behaviour and ethics.

Our business is built on sustainable relationships, and founded on trust.

Performance: We intend to be an industry leader wherever we compete.

We are committed to excellence and quality. Our people are empowered to exercise initiative and are accountable for their results.

Courage: We are bold. Our ideas are bold. We take initiative and entertain the controversial ideas. We are not afraid of and will not be deterred by the fear of negative reactions. We learn from our mistakes and perceive them as opportunities.

Vision & Mission

Our Vision

To prove that advertising can make the world a better place.

Our Mission

We want to create advertising for our clients that bridge the gap between profit and purpose to help facilitate positive change while still being profitable.

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#AskFirst

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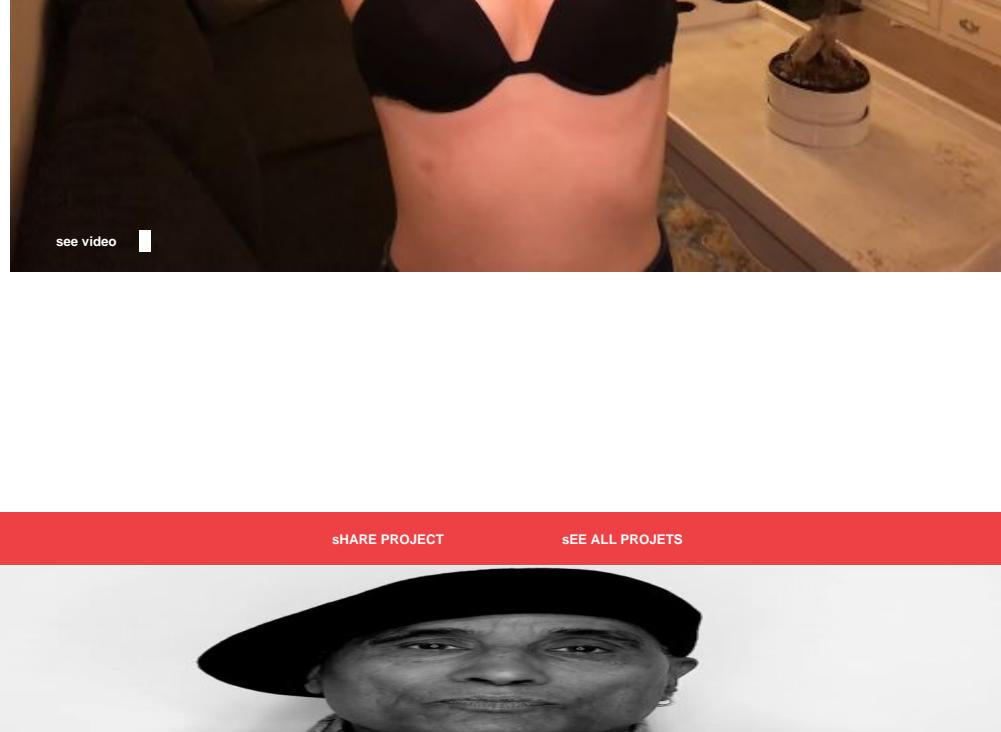
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#BlandDig

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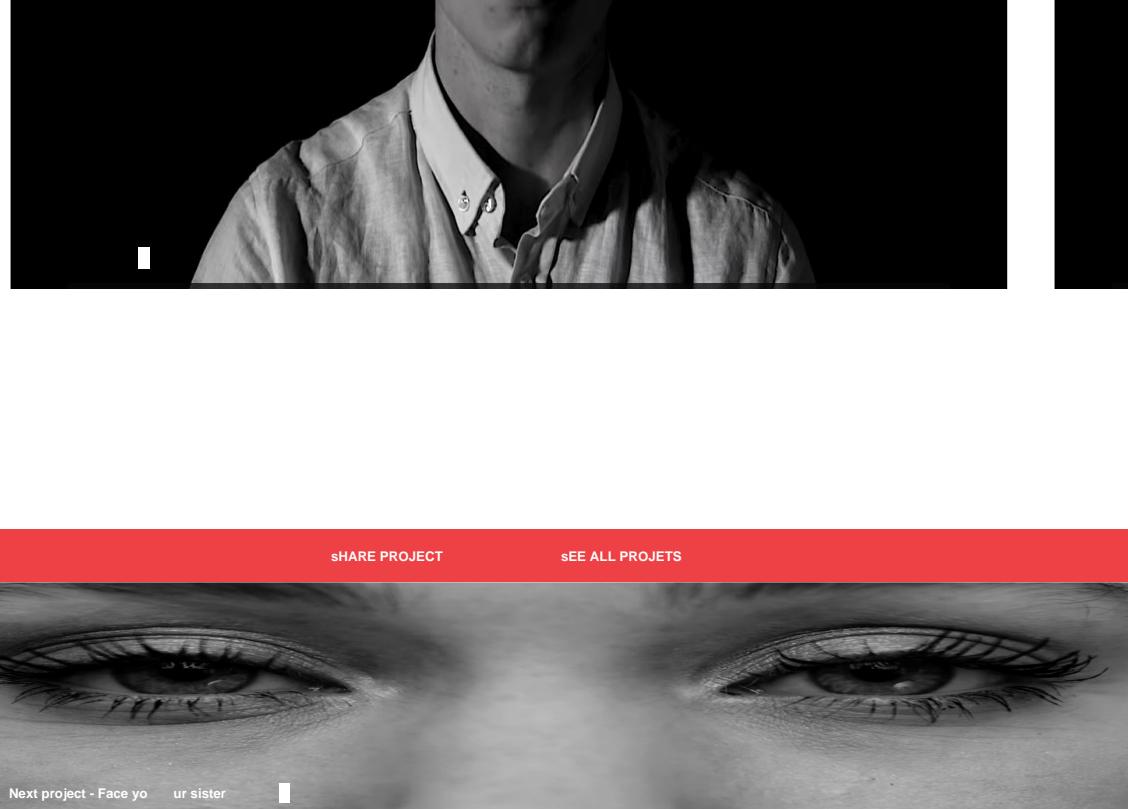
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Face Your Sister

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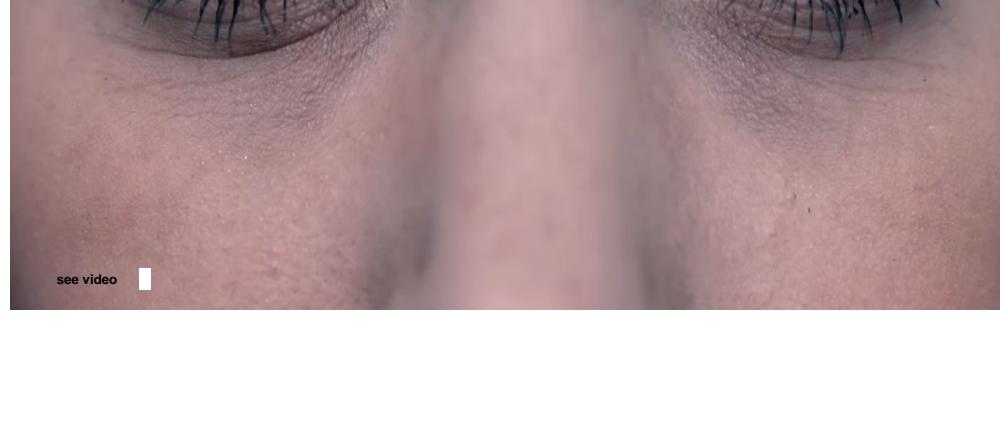
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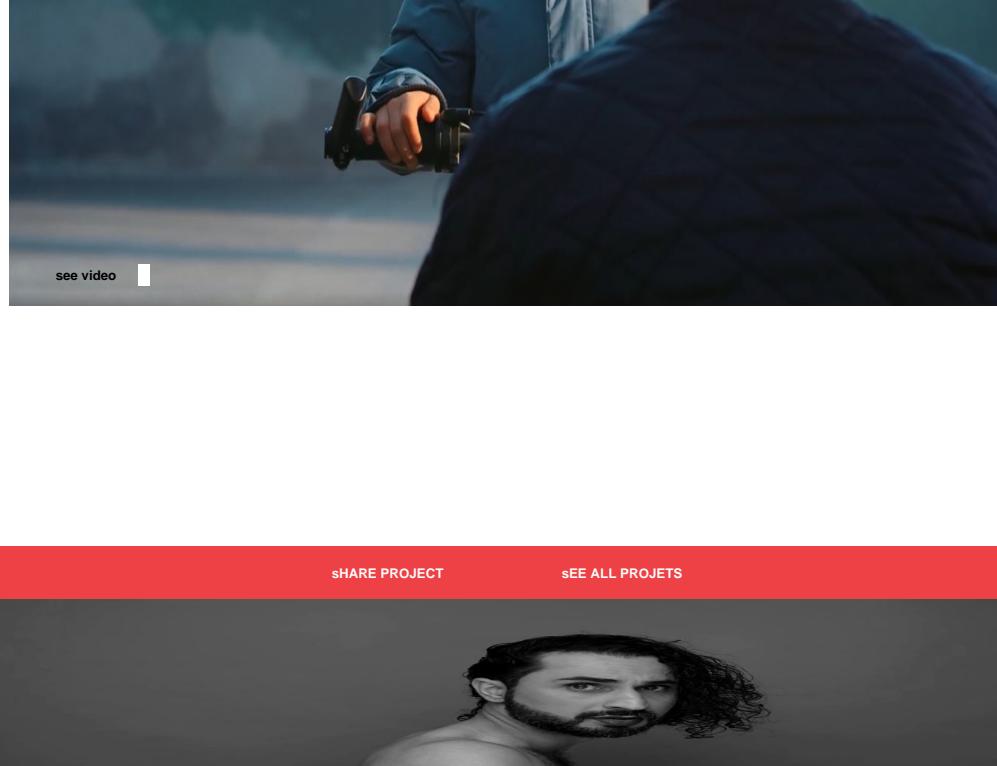
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Face Your Brother



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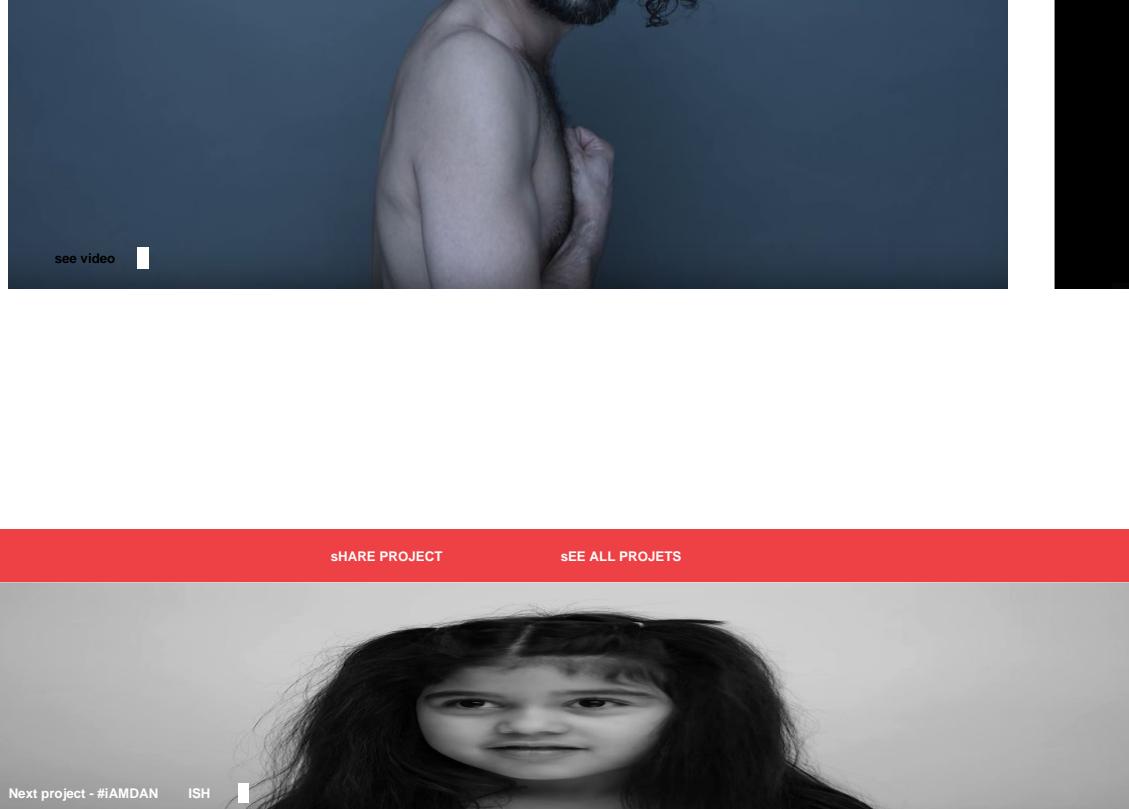
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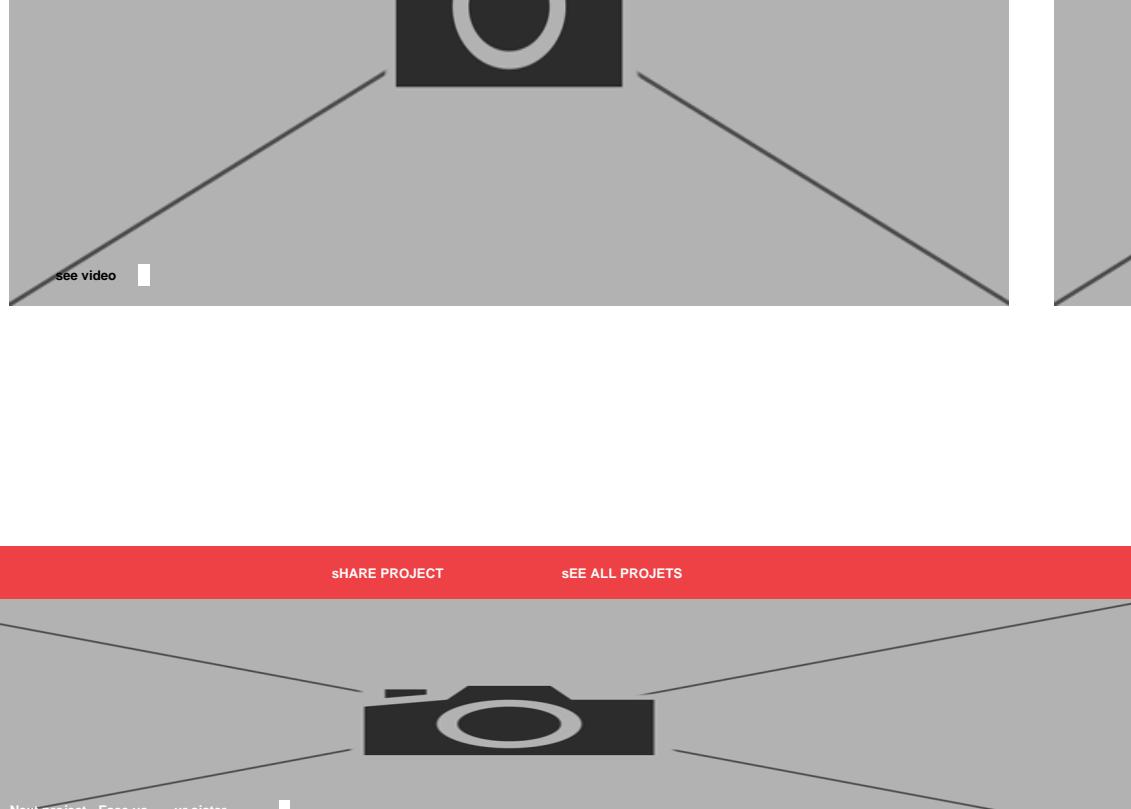
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Copywriter IN @

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PR Manager US and International Media IN @

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PR Manager Scandinavia IN @

Jino Doabi

Office Assistant IN @

Naim Abdel'el

Art Director IN @

Sam Mansoor

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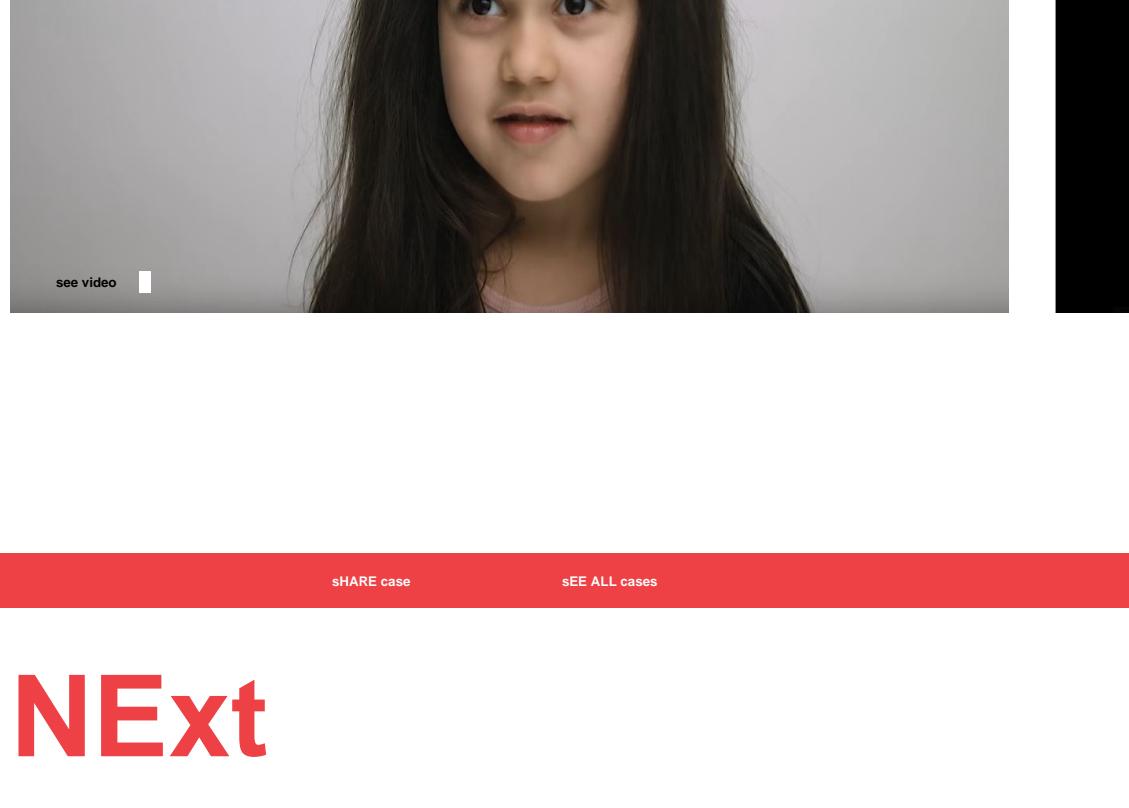
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