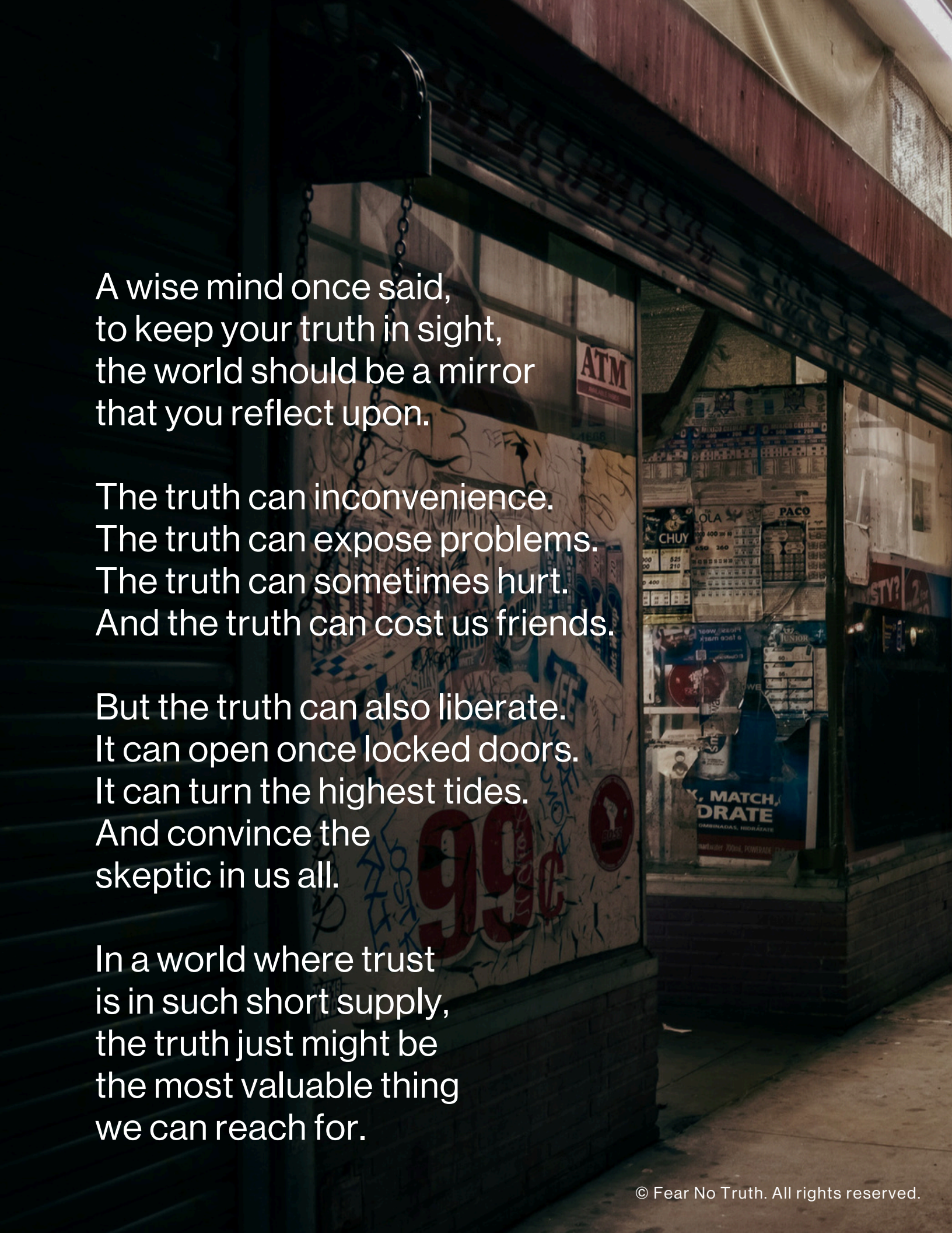


FEAR  
NO  
TRUTH

HELLO







A wise mind once said,  
to keep your truth in sight,  
the world should be a mirror  
that you reflect upon.

The truth can inconvenience.  
The truth can expose problems.  
The truth can sometimes hurt.  
And the truth can cost us friends.

But the truth can also liberate.  
It can open once locked doors.  
It can turn the highest tides.  
And convince the  
skeptic in us all.

In a world where trust  
is in such short supply,  
the truth just might be  
the most valuable thing  
we can reach for.





Based in LA,  
Fear No Truth is an  
independent strategy  
practice, that helps  
agency, start-up and  
marketing leaders  
everywhere to find,  
tell and manage their  
brands' true stories.



An aerial photograph of a city at dusk, with the Hollywood sign visible in the foreground. The sky is a mix of dark blues and oranges, and the city lights are beginning to glow. The Hollywood sign is partially obscured by a fence in the immediate foreground.

# All Services





## Finding Your Brand's True Story

Brand Purpose

Brand Positioning

Value Propositions

Employer Brand

## Telling Your Brand's True Story

Brand Books

Design Briefs

Creative Briefs

CX Journeys

Brand Blueprints

Connection Plans

Customer Comms

Content Strategies

Campaign Playbooks

## Managing Your Brand's True Story

Brand Architectures

Measurement Plans

Learning Agendas

Tracking Studies



# Strategic Sprints





## True Start Branding Sprint

True Start is a faster way to find your brand new venture's true brand story. This accelerated branding sprint is perfect for business leaders who believe in the value of a strong brand, that need some help to build one from scratch, but who can't afford to lose a ton of time on it.

## True Who Profile Sprint

True Who is a faster way to understand who your true target really is. This accelerated profile sprint is perfect for agency and marketing leaders that need a richer, more precise and more actionable portrait of the market their brand can truly win with. And need it quickly.

## True North Reboot Sprint

True North is a faster way to unlock your brand's true growth potential. This accelerated growth sprint is perfect for agency and marketing leaders that need to reboot a brand, from where it is now to where it could be, but who have a lot more ambition than time on their hands.

## True Cause Purpose Sprint

True Cause is a faster way to find your brand's true calling. This accelerated purpose sprint is perfect for agency and marketing leaders who believe their brand can make a bigger dent, and want to quickly find and act on a mission that's distinctive, relevant, credible, and timely.

## True Power Testing Sprint

True Power is a faster way to predict your work's true market potential. This accelerated testing sprint is perfect for agency and marketing leaders that want to be sure they're making the kind of confident creative investments that could truly change their game.

## True Health Tracking Sprint

True Health is a faster way to pulse check your brand's true fitness. This accelerated tracking sprint is perfect for agency and marketing leaders that need a read on their brand's current metrics, to better chart its future course, but who need it next week, not next month.





# Gordon Gerard McLean

So I'm the one behind the mystery moniker. Here's a bit about me. I've spent 20+ years as a strategic planner in a variety of creative agencies in Sheffield, London, Istanbul, New York, and most recently with Apple in Cupertino, CA.

I'm fortunate to have helped launch, build and reinvent some of the world's best brands; including Apple, Bacardi, Bank of Scotland, Bing, Bombay Sapphire, EA Games, GE, Gillette, Grey Goose, Guinness, Halifax, Hilton, Holiday Inn Express, HSBC, Perfect Day, Radisson, Sandy Hook Promise, SAP, ServiceNow, Vodafone, and Wells Fargo.

I've also been lucky enough to lead a body of work that's been recognized for its commercial impact by the IPA and Effies, for its strategic thinking by the Jay Chiats and ARF, for its cultural impact by the MoMA, Emmys and TED, and for its creative excellence by The Clios, One Show, Cannes Lions, D&AD, and others.

Now based in LA, I fly solo under my nom de plan, Fear No Truth; helping agency, start-up and marketing leaders, wherever they are, to find, tell and manage their brands' true stories.

Connect on [LinkedIn](#).



The image features a dark, atmospheric scene. In the foreground, several tall palm trees are silhouetted against a dimly lit background. Behind them, a city skyline is visible, with various skyscrapers and buildings. The sky is a uniform, dark grey, suggesting an overcast day or dusk. The overall mood is quiet and contemplative.

# Experience





**BOMBAY  
SAPPHIRE**



servicenow

**Gillette**



**WELLS  
FARGO**



**Perfect  
Day**



A couple is seen from behind, sitting on a rooftop or balcony. They are looking out over a cityscape at dusk or dawn. The woman on the left has her hair in a bun and is wearing a dark tank top. The man on the right is wearing a blue t-shirt and glasses. The city below is illuminated by streetlights, and the sky is a soft, hazy blue. The overall mood is romantic and contemplative.

# Kind Words



**“Gordon is one of the most gifted planners I have ever worked with. His passion for the craft and high standards makes it a real pleasure to work with him. You always walk away knowing more.”**

Tony Effik, Managing Director, Display, Video & Creative, Google

**“Gordon McLean is to planning what Jimi Hendrix is to guitarists. That is to say, working with him truly is ‘The Gordon McLean Experience!’ While most planners can attach big, highbrow thinking to complex business problems, Gordon offers thinking that is refreshingly simple and intuitive. And that’s the reason he makes his mark so quickly, so often. He’s a brilliant simplifier, passionate thinker, and a great partner.”**

Ben Griffiths, EMEA Program Strategy Lead, Meta

**“Inspiring, inventive and brilliant, Gordon is a planner who truly has no peer. His is a style that is rigorous and romantic, substantive and seductive, visionary and detail-oriented. Clients, creatives, account folk, and planners want to work with him, because they know he's the real deal; an absolute original in every way.”**

Anna Schneider-Mayerson, Director of Innovation, Fahrenheit 212

**“Gordon combines high intellect and creativity with the strong forward thinking of a great planner. He has a unique way of distilling complexity into inspiring insights. He’s detailed and original, with a thirst for culture, and a passion for brands like no other.”**

Kostas Karanikolas, Partner & Executive Creative Director, FleishmanHillard

**“Gordon's experience, and his rare talent for the interesting, makes him a citizen of the world. Working alongside him, you come to appreciate his heart for brands. A big one at that. Terrifyingly insightful, he paints possibilities for a brand that makes you take a deep breath before the ride. Every brief is a journey you want to be on.”**

Paul Vinod, Creative Director, Europe & South America, BBDO Worldwide



An aerial photograph of a dark, rocky beach with waves crashing onto the shore. The water is a deep, dark blue-green, and the white foam of the waves creates a jagged, white line against the dark water. The rocks are dark and jagged, scattered along the shoreline. The overall mood is dramatic and powerful.

# Partnerships



## Capuchin Behavioral Science

Capuchin offers brands a range of new ways to address their markets, using a suite of advanced behavioral scientific methods; including implicit testing, psychometrics, facial coding, EEG, eye-tracking and others, to deliver clients more measurable business impact.

Click [here](#) to find out more.

## Morning Consult

Morning Consult puts current, high quality, global data right at their clients' fingertips.

With a single, easy-to-use dashboard, users can access, analyze and share the kind of insight needed to make better, more intelligent brand building decisions, in real-time.

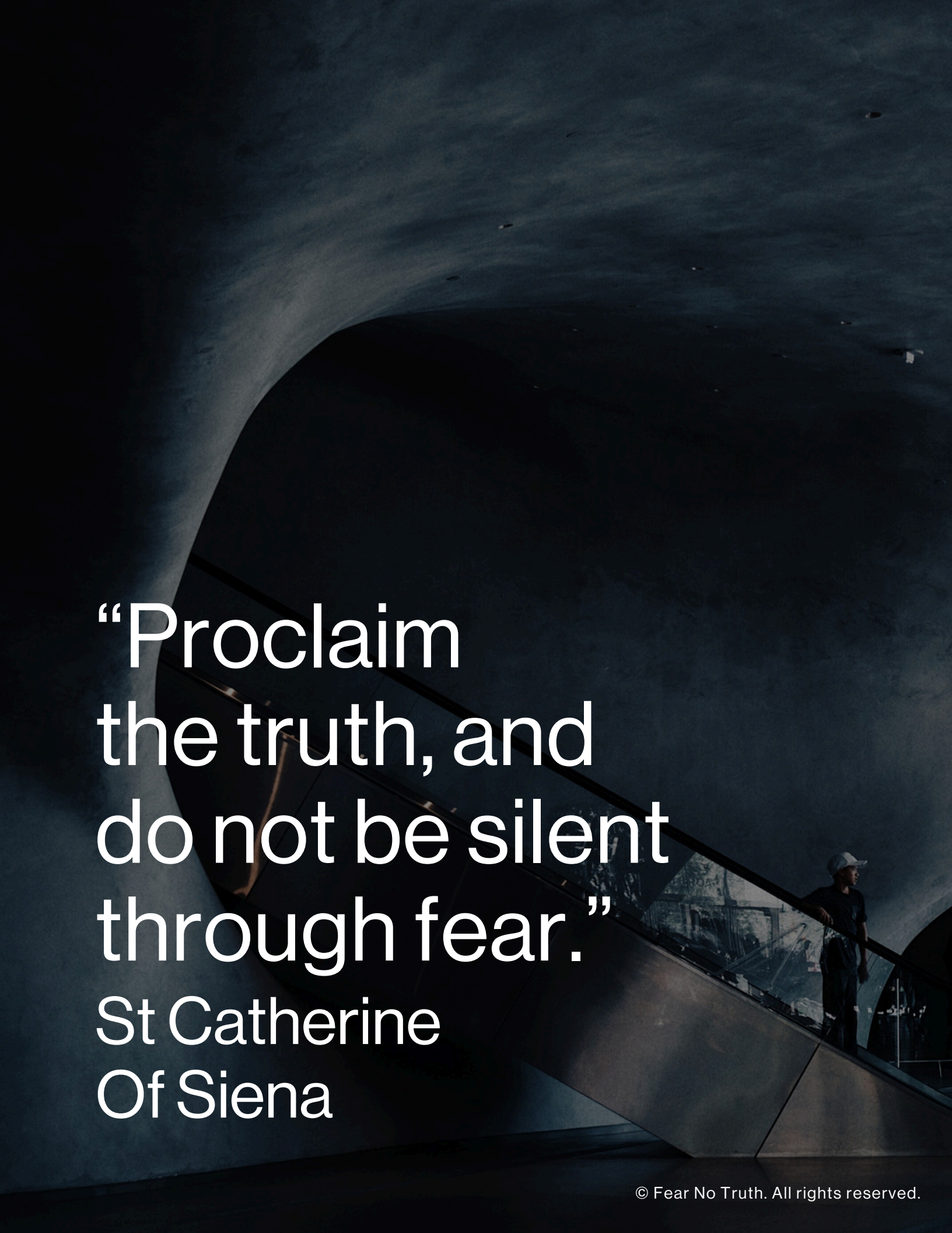
Click [here](#) to find out more.

## System1

System1 draws on the principles of behavioral science to truly understand how real people really buy. And they use this understanding to help many of the world's best brands make confident creative decisions, that lead to transformational business results.

Click [here](#) to find out more.



A dark, atmospheric photograph of a tunnel. The scene is dimly lit, with a person standing on a ledge or walkway in the distance, looking towards the camera. The tunnel's structure is visible, with a large, curved opening in the foreground. The overall mood is somber and mysterious.

“Proclaim  
the truth, and  
do not be silent  
through fear.”

St Catherine  
Of Siena





# Get In Touch

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