

REYNALD GRESSET

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Reynald Gresset began his filmmaking journey as a camera operator for international news broadcasters, filming from Afghanistan to China, and Lebanon to South Africa. These early experiences shaped his sensibility, giving him a deep understanding of the power of visual storytelling.

His work—a balance of contradictions—quickly drew the attention of top global agencies. He has directed numerous award-winning campaigns for brands including *Google, Honda, Genesis, Fiat, Heineken, Vodafone, Facebook, IKEA, M&M's, Lincoln, Volkswagen, DS, Universal Studios, Walt Disney, Orange, T-Mobile, Xiaomi, Alfa Romeo, Samsung, Peugeot, Renault, Skoda, Aldi, American Express, Chase Bank, ITA Airlines, Lexus, Edeka, Hyundai, Nissan, and Comcast*. His recent *McDonald's "Books"* spot won at the *D&AD Awards*.

Reynald defies easy categorization. His mastery of craft, ability to develop complex characters, and talent for weaving poetic narratives have limitless applications. His work ranges from playful to poignant, taciturn to grand—but always convincing.

CLIENTS

Alfa Romeo
Vodafone
Volvic
McDonald's
Corona
American Express

INSTAGRAM

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