

Net#work creative stalwarts lead the charge



Net#work BBDO steps up a gear with the appointment of two top creative directors. It was announced today, Thursday, by executive creative director Julian Watt, that one of the agency's most successful creative teams are to partner him in advancing the agency to the next level. The promotion to joint creative directors of Graeme Jenner and Brad Reilly, forms part of Watt's succession plan to take the creative reins from Mike Schalit, who has stepped up to play a greater role in BBDO's group operations.



Both Jenner and Reilly have spent the last year being groomed for the creative director positions. "I love that these guys started at Net#work as juniors and now find themselves in a position to lead the agency forward into its next phase. It's very respectable and probably unique in our industry," says Watt.

Both Jenner and Reilly started at Net#work almost a decade ago as a studio assistant and a junior copywriter respectively. Since then, they have played a major role in defining the agency. Watt adds: "They are immensely talented and equally respected and their healthy disrespect for 'adland' makes them perfect for the agency's vision going forward."

The two are probably best known for their cult-popular work on the Raj campaign for Corsa Lite and the brave and groundbreaking commercials for Metro FM, which resulted in the radio station's listenership rocketing.

On hearing the announcement, an excited Jenner said: "I'm really happy and nervous and touched. I've been working here for nine years and done some work I'm really proud of, but I could not have achieved so much without the guidance and advice I got from Mike and the other genius's here. So I'll just try to keep doing whatever I can to make sure the work keeps rocking and the people keep having fun."

"It's an amazing challenge to be given the opportunity to play a role in taking Net#work into the future 'cos that old Schalit codger did a thing or two right," says Reilly, "but if there's one thing we've learnt from him, it's not to be afraid of doing a thing or two wrong. So we'll pursue failure and hopefully stumble across success along the way, but whatever happens - we plan to have a jol."