



www.adhugger.net



Rob McLennan

**Executive Creative Director Net#work BBDO,
South Africa**

Born and bred in Johannesburg, South Africa from second generation Scottish and French stock, Rob found his way into advertising after some formal education in fine art and graphic design in the 80's.

Predictably, he simultaneously began an alternative rock band, No Friends of Harry. He was more successful initially in music, recording 5 albums and notching up 6 hits before embarking on a more engaged career in advertising.

Rob is probably best remembered for the Dulux "Any colour you can think of", Axe "Get a

Girlfriend", and the Virgin Atlantic "Plain Insanity" and Mercedes Benz "Accident Avoidance" campaigns.

Rob is Executive Creative Director of Net#work BBDO, one of South Africa's leading creative agencies in South Africa for the last 17 years.

Net#work BBDO is the only South African agency to have won three of South Africa's six ever Cannes Lions Grand Prix. Rob has a grand collection of over 35 Cannes Lions, assorted Grand Prix and Loerie gold's, Creative Circle Ad of the Years, One Show's, Clio's and D&AD's. He has recently been chairperson and is exco member of the Creative Circle and the Loerie awards.

He is still playing with his new band MoMo.

Source: [Cannes Lions](#)