

## James Daniels joins JWT JHB

Award-winning creative heavyweight, James Daniels, has joined JWT Johannesburg as Creative Director. Daniels will work alongside JWT South Africa's Group Creative Director, Rob McLennan.

Daniels has spent time in high-level positions at agencies including The Jupiter Drawing Room and Red Nail and was, until his JWT appointment, Creative Director at Ogilvy. His portfolio of awards is truly impressive, stretching all the way back to 1994, and it includes a host of Gold Loeries, as well as a Loerie Ad of the Year and Loerie Grand Prix for his "Little black lacy number" campaign for Doc Martens. He has also been recognised by juries at the New York Festivals, London International Awards and the Art Directors' Club of New York.

This year at Cannes, Daniels won both silver and bronze medals for his work for Harley Davidson. He was also short-listed for a number of other awards at the same festival, including his work for M-Net, DStv and Exclusive Books.

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