

Agency expectations with... King James II

In the first iteration of our new feature running until [Loeries Creative Week](#) in Durban this August (yes, August, not September and Durban, not Cape Town!), we find out what Rob McLennan, creative founding partner of King James II, expects...



Rob McLennan in repose...

1. What's your official job title and how long have you been at the agency?

McLennan: I'm a creative founding partner of King James II which recently turned two years old, so we're still a baby in agency terms.

2. How long has your agency been attending the Loeries?

McLennan: Personally, I've been attending the Loeries for around 15-odd years, but we always invite our entire agency as always will. It's not just for creatives.

3. What's your biggest Loeries highlight of years past?

McLennan: There are way too many to mention, (I'm pretty old, you see) but awards-wise, obviously the Grands Prix for Virgin Atlantic, Mercedes Benz, Axe, Dulux and the like. I also enjoyed the early 'mental days' at Sun City and Margate.

4. What are you most looking forward to from Loeries Creative Week 2015?

McLennan: I think people will miss out if they don't go to the seminar on the Friday. It's always filled with great inspiration, speakers and I always insist on our people going, because you always come out with a fresh perspective on our industry coming from some of the world's best creatives and marketers.

5. Tell us about some of your own agency work you're entering this year!

McLennan: We have some interesting non-traditional work we've done for Wits University. Also some nice print, radio and television for 5fm, Metrofm and SABC3. It's also pretty much our second year entering and we lost our virginity last year, so we're hoping for some of the interesting work we're doing right now to do well. Fingers crossed.

6. Who do you predict will win big this year, and why?

McLennan: That's a hard one. No idea. I think it's a little too early to predict. But there was some great work I was exposed to at our recent [Creative Circle Ad of the Year awards](#), which I have no doubt will feature.

Lots to look forward to, it seems. [Click here for a reminder](#) of McLennan's insights into why King James II says 'yes' to a Durban sea of 'no'.

For more on what to expect from this year's Loeries' Creative Week, visit the [official Loeries website](#) or our special [Loerie Creative Week](#) section.

ABOUT LEIGH ANDREWS

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