

# THE MUSINGS OF AN OPINIONATED SOB



[HELP ME GROW]

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THANK YOU AND GOODNIGHT!  
REALLYSUPERBLOODYSODDING  
IMPORTANT NOTICE ...  
LIKE BEING SAVAGED BY A SHEEP!

## ARCHIVES

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## LIKE BEING SAVAGED BY A SHEEP!

Tuesday June 12th 2007, 7:24 am

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I am sure Bob Jeffrey is a lovely man, but [this article](#) is the equivalent of an Oprah interview ... sycophantic, shallow and skirting over the real issues.

Just changing your name may be a public declaration of shedding the old - but you need to do more than that if you want to reinvent yourself into a lean, mean fighting machine and why that issue wasn't taken up with him is beyond me.

That's not to say that everyone - or every campaign - by JWT is bad or boring or bad ... however the 'great' is still in the minority to the 'average' ... and it still pisses me off they massacred one of the truly great global campaigns when they won HSBC.

The thing is, Bob ... and every other network CEO ... should be scared, very, VERY scared - because not only are smaller creative networks starting to win real, major business, but with opencast creativity centres like [OpenAd.net](#) springing up, they could soon be relegated to nothing more than being 'the UPS of adland'.

Thanks to [Gareth](#) [for the Guardian article] ... it made me angry, which makes me happy!

[And not forgetting [Marcus](#) for the OpenAd link. You can stop sulking now, Ha]