



Alex Grieve started his career as a copywriter at Saatchi & Saatchi under the late, great creative maestro, Paul Arden. He then spent 14 years at BBH. Then, after a year at Digital agency Glue Isobar, he joined AMVBBDO in 2011 with long term creative partner Adrian Rossi. Here he wrote much of the agency's most notable work, for Guinness, Eurostar and, most recently, the highly acclaimed Sainsburys Christmas blockbuster 'Mog', featuring the nation's best loved cat.