

Ogilvy South Africa

WE GO BY THE NAME OF Ogilvy

WE ARE A SMALL/MID-SIZE/ LARGE AGENCY
Large, digitally integrated & specialist agency

OUR CORE SPECIALITY IS Full service

THIS IS HOW OLD WE ARE 50 Plus

OUR BIGGEST BRAG IN THE PAST 12 MONTHS

Winning Digital Agency of the Year at Bookmarks, maintaining our leadership position in the Creative Circle rankings for the fifth year in a row, our 3rd consecutive Cannes lions and being the top South African agency at Loeries.

OUR BIG CLIENTS

Multichoice, KFC, Vodacom, VW/Audi, ABInBev, Dischem, Pep, BAT, Cashbuild, Mondelez, Unilever.

OUR OLDEST ACCOUNTS

SAB (56 years), Nestle (54 years), VW/ Audi (41 years), GSK (30 years), Unilever (29 years)

OUR WINS OVER THE PAST 12 MONTHS

Investec, Appletiser Global, Multichoice Digital, Mondelez Digital, Various Unilever brands, Nimue (Ascendis) Miniso, Dettol, Durex.

WHO OWNS US

59% Ogilvy Worldwide
41% Local Shareholders

OUR BEE RATING

Level 2

OUR REVENUE BAND

R400m plus

THE NUMBER OF PEOPLE WE HAVE

900 plus

WHO'S THE BOSS

Moss Mashishi (Chairman)
Alistair Mokoena (CEO)

OUR BUSINESS IN A TWEET

Ogilvy believes the world would be a better place if we bring out the inner greatness in brands, companies and people.

THIS IS WHAT INSPIRES US

Seeking notoriety through being exceptional.

SO YOU LIKE US, ENGAGE WITH US

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ALWAYS ON Ogilvy



Getting ahead of the game is one thing, staying ahead of the game is another thing altogether. That Ogilvy SA is among the elite in South African advertising at the moment is incontrovertible.

There's recent work galore, across a multitude of platforms, that we're really proud of. Just some of those campaigns are...
VW Amarok Social Test Drive, VW 011 Beats, MTV FCK HIV, KFC Suppertime Stories, Metropolitan #ISeeYou, Castle Lite Boat, Vodacom Play Everyday and Audi Untaggable.

And there's a roster of great clients, many of whom have been with us for decades. The biggest are...
Multichoice, Vodacom, KFC, Audi/VW and ABInBev.

And the 2016/17 accolades have been abundant...
- Creative Circle - First & second ranked agency in SA & 7th Grand Prix in 6 years
- Bookmarks - Digital Agency Of The Year
- Cannes - First ranked SA agency & 3rd Grand Prix
- The One Show - 6 awards
- D&AD - 5 awards
- Prisms - 8 awards
- APEX - 3 awards

- Sunday Times - Robyn Putter Agency Of The Year
- Kantar Millward Brown - Ranked 2, 8 & 17 by Consumer as most liked advertising in SA.

But we're acutely conscious that's all in the rearview mirror, and ahead of us lie marketing highways and byways that are immensely challenging with media consumption patterns in disarray and brand touchpoints proliferating. This means that what worked last year may not work this year. Which is why we've built the agency on a platform of, what our founder David Ogilvy called, "divine discontent".

We're restless and innovative in both what we do and how we do it. This doesn't just mean building great campaigns on new technical platforms. It also means radically different client service models, always-on staffing, a state-of-the-art business tracking and reporting system called Workbook, and finding smart ways to meet the growing needs of Chief Marketing Officers for data-driven rationalisation of their marketing spend.

We're interrogating everything that we do in the sole framework of what our clients need.

Part of that process is clinging on to some old verities, one of which is that strong brands are the best insurance for these times. Brands that have relevance and resonance, and provide a rewarding customer journey, will thrive. And brands have to be constantly invested in, even in a tough economic climate, with a bespoke mix of short, medium and long-term strategic goals in mind.

Another of our unshakeable beliefs is the supremacy of the creative idea. For marketing to connect, it has to stand out, and that requires the particular genius of great studio teams.

We aim to hit the Twin Peaks of effectiveness and creativity, and our track record demonstrates that we do that consistently and with unparalleled breadth across all categories of marketing.

And we also believe in the role of the big, full-service agency in a climate of specialist fragmentation. Obviously we would say that, but it's a demonstrable truth that significant scale clients are best served by a single point of entry to the most relevant resolutions for all of their marketing challenges with demonstrable outcomes at a reasonable cost. Over the past decade we've built separate, deep dive units across a multitude of new disciplines and were now on a mission to ensure that our clients get one touch access to all of those worlds with optimal efficiency, creativity and results.

