

Ogilvy Cape Town gets Tracker in strong start to 2017

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Ogilvy & Mather Cape Town has been appointed lead agency for Tracker South Africa after a competitive pitch against two other agencies.



Luca Gallarelli, Managing Director, and Tseliso Rangaka, ECD, Ogilvy & Mather Cape Town

Combined with the recent announcement that O&M CT had been appointed global lead for Appletiser, O&M CT MD Luca Gallarelli believes the agency is heading for a bumper 2017 and says, "We're really excited to start work on such a strong South African brand like Tracker with a history of excellence in its business."

Tracker, established in 1996, is connected to over one million vehicles and is the dominant tracking brand in the region. It has also expanded its business into a wide and innovative range of data applications, becoming a household name in stolen vehicle recovery and telematic solutions.

Tracker's CEO, Wayne de Nobrega, commented: "O&M CT's clear view of where the brand should position itself, coupled with their original ideas made them the preferred agency to take us into 2017. We look forward to a truly collaborative, creative and exciting partnership."

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