

Spears aplenty for Ogilvy

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Ogilvy SA won an impressive 19 gold medals at the 2018 Assegai Awards announced in Johannesburg last Thursday. Bringing home the most awards of the evening by any agency and a total of 37 Assegais in all.



The Assegais, run by the Direct Marketing Association, acknowledge the best in South African integrated marketing, and Ogilvy SA CEO Alistair Mokoena was especially pleased with the outcome “because it shone the light on a wide spread of work done for major, long-standing clients - the golds were spread across eight different clients and four different categories”.

Ogilvy SA CCO Pete Case highlighted the achievement of winning three of the four golds awarded in the Experiential Media category; “This is the kind of innovative work that we’re proud to have created. Work that cuts through for brands such as Carling Black Label’s Soccer Song of Change, the OMO Dirt Book and Volkswagen’s Marco Polo Game. They’re all good examples of breaking the mould and finding different routes to today’s audiences.”

Ogilvy’s strength in online campaigns was acknowledged with ten golds in the category, including one for the massively popular KFC ‘Keep Rolling’ video and three for DSTV. The work for KFC gathered over 3.9 billion impressions and over 51 million views in the first two weeks of being seeded online.

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Ogilvy South Africa offers integrated creative advertising agency and marketing services from offices in Johannesburg, Cape Town and Durban.

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