

Ogilvy and the culture of work that delivers exceptional results

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Ogilvy South Africa walked away with 48% of the awards for the evening, with an impressive 11 Awards (5 Silver, and 6 Bronze) at the inaugural Effie Awards South Africa held last night.



Effectiveness is that indivisible link between creativity, impact, and commerce. It is for this reason that Ogilvy has a divinely discontent culture of great work that works. Ogilvy adds that it was an honour to receive 48% of all the awards at the inaugural Effies. Modern communication is powered by the intersections of data, purpose and creativity – this is the consistent thread in the work that has driven great results in Ogilvy's work that won at the Effie's.

Neo Makhele – chief strategy officer for Ogilvy South Africa is thrilled at the team's performance.

"More than ever, work that works is what clients expect from their agency partners. At Ogilvy, we deliver work that impacts our clients business. Work that delivers real growth. Work that makes a difference because it identifies tensions and levers from culture and insights. Work that delivers both short-term results and builds long term equity. Work that innovates in particular in social, content, and customer experience. Work that helps our clients to be stronger; despite the socio-economic environment they operate in. Work that ultimately creates iconic brands."

According to the IPA's Peter Field in 2019 "High performing creatively awarded campaigns are 8 times more effective than their low-performing peers in terms of the number of business effects they generate and almost 16 times more likely to bring major profitability growth." There is just no place left in the industry for creative work that fails to deliver a strong return on investment.

"I believe that Ogilvy is simply the best partner for growth" says Mathieu Plassard – chief client officer at Ogilvy South Africa. "And we have the track-record for effectiveness to back it up. Earlier this year, we won one of only 8 Cannes Lions for effective creativity with Kimberly Clark, helping Huggies to become the category leader in South Africa in a very commoditised category after being ranked #2 for years."

Ogilvy were the most awarded agency at Bookmarks, demonstrating Ogilvy's digital excellence and innovation with client partners, KFC, Volkswagen, and AB InBev across a wide range of categories, including, content, use of social and reaching consumers with new platforms including games.

Plassard adds, "At the inaugural Effie Awards South Africa, the most prestigious awards that recognise efficiency, we demonstrated that strong partnerships with KFC, DStv, Volkswagen, Castle Lager, Carling Black Label, Cadbury and Rape Crisis lead to exceptional growth and performance. We thank them for their trust and bravery."

This is coupled with Ogilvy's strong legacy of consistently winning at the Apex Awards (3 Grand Prix, 9 Golds, 21 Silver and 23 Bronze awards over the history of the Apex).

"To be this consistent in delivering effective and creative ideas to our clients' needs the ability to consistently operate in the intersection of capabilities and talent. Capabilities that ensure the deep understanding of clients' needs and businesses and talent with the willingness to explore what is new and the ability to make it happen." says Antonis Kocheilas, global CEO Ogilvy Advertising. "This coupled with strong partnerships and long-standing relationships is the only way to deliver this level of effectiveness time and time again."

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