

Neo@Ogilvy launches SA operations



By [Bylssa Sikiti da Silva](#)

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Neo@Ogilvy, a division of Ogilvy Worldwide providing clients with a range of digital and direct marketing planning and buying, is launching operations in South Africa next week in Cape Town, Bizcommunity.com was told yesterday, Thursday, 6 May 2010. Matias Alpert, CEO of Neo@Ogilvy in charge of Europe, Africa and Middle East operations, is in the country to initiate and oversee the launch.



In an exclusive interview with Bizcommunity.com yesterday, Alpert said SA is a learning case study in mobile advertising because of the unique way it is done here, citing Mxit and the mobile's phenomenal growth as a shining example of the country's dynamic mobile revolution.

He also said he was hopeful that the full penetration of broadband in SA will open up new opportunities and provide new digital offerings.

Alpert, who said he has had a busy schedule since arriving in the country, has been meeting with regional leaders and conducting workshops with Cape Town staff to plan the way forward.

Blue-chip clients

Neo@Ogilvy, which has more than 650 professionals in 39 offices in 32 countries, also provides search marketing, performance marketing, analytics and technology, mobile marketing, social media and digital out-of-home marketing.

Ogilvy Cape Town office is headed by Mia Scholtz.

Neo@Ogilvy has begun servicing blue-chip clients such as IBM, Castrol, American Express, Nokia, African Bank, Sloggi - Triumph, *Sunday Times* and Automobile Association, Amy Mabin, Ogilvy Cape Town PR account manager, said.

Neo@Ogilvy's client experience also includes work for British Airways, BT, Cisco, Lenovo, Kodak, Harrah's, TD Ameritrade, Yahoo!, among others, as well as many regional and local clients who benefit from its global knowledge and capabilities.

In 2008, Neo@Ogilvy received *Mediaweek's* Media Plan of the Year for Best Use of Digital, and was named a leading digital agency by Forrester Research.

For more, go to www.neoogilvy.com.

ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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