

Ogilvy Cape Town gets Tracker in strong start to 2017

Issued by [Ogilvy South Africa](#)

10 Feb 2017

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."

- **Ogilvy strengthens its digital services offering and rebrands as Ogilvy One** 24 Apr 2024
- **Ogilvy leads creative rankings at International Clio Awards 2024** 16 Apr 2024
- **Ogilvy South Africa invests in further growth of its digital creative hub, C2 Studio** 26 Mar 2024
- **Ogilvy's new AI-driven campaign for Audi, makes the impossible possible** 25 Mar 2024
- **Ogilvy launches a Creative Technology Academy for emerging South African Talent** 18 Mar 2024

[Ogilvy South Africa](#)



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

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>