

Ogilvy Africa wins Stanbic Africa

Ogilvy Africa has won the highly sought after Stanbic Africa account. The account is one of the biggest Pan-African accounts and covers 14 countries.

The pitch process stretched over six months and was "incredibly thorough". Ogilvy Africa's coverage of African markets and the group's 360° Brand Stewardship philosophy were both key factors in the account being awarded to the network. "Existing partnerships with Stanbic Africa in Botswana, Namibia, Zambia and Zimbabwe as well as our strong strategic focus, creative reputation and cultural compatibility all contributed to the decision," says Ogilvy Africa managing director John Little.

He says Ogilvy Africa is committed to helping build a great Pan-African brand to add value to the new partnership.

Twelve countries will work on the account. These include: Botswana, DRC, Ghana, Kenya, Malawi, Mozambique, Namibia, Nigeria, Tanzania, Uganda, Zambia and Zimbabwe.

Betty Kairo, currently the Ogilvy client service director in Kenya will move to Johannesburg to head the Stanbic Africa team.

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