

Ogilvy leads the direct marketing conversation

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The 2017 Assegai Awards were held in Johannesburg last week - by the Direct Marketing Association of South Africa (DMASA) - where Ogilvy SA took home an unprecedented 33 statues alongside its clients.

These included a coveted Black Spear in social media – for the KFC Burrito campaign. The campaign drew highly impressive response rates through a unique Twitter campaign using comical Spanish language videos with English subtitles personalised for each response to a “hungry” tweet.

Ogilvy dominated the evening with wins across categories ranging from experiential media, integrated direct campaigns, innovative solutions, mobile marketing, social media, best use of technologies, database & analytics, branded content and effective marketing.



The Assegais are judged on ROI whilst rewarding excellence in direct marketing. Ogilvy CCO Pete Case commented that he was delighted with the table-topping tally won on the night. “Our biggest aim is to Make Brands Matter in the lives of the consumers of the brands we partner with. So being judged as an agency that delivers more effectiveness and consumer impact than our competitors, is a superb result for our teams. Our ability to consistently deliver a return on investment is especially relevant for our client relationships in these tightening economic times.”

Case continues, “We’ve also shown how we’re adapting to the changing marketing landscape through this wide breadth of work - and demonstrated our ability to collaborate with different specialists and partners – in order to deliver impactful creative alongside sophisticated media distribution.”

KFC’s Thabisa Mkhwanazi, Public Affairs Director, was delighted that four different KFC campaigns received recognition at the Assegais. “We are delighted and excited at having four different KFC campaigns recognised at this year’s Assegai Awards. The strong creative work our agency partners, Ogilvy and Mindshare, develop allows us to constantly push the innovation and creative boundaries in this space. The goal is to keep building a distinctive brand that engages customers at every touchpoint.”

Ogilvy SA were awarded wins by the judges for a breadth of brands including: MTV, KFC, Vodacom, Audi, The Isiko Slave Museum and VW.

Marketing & Communications Manager for Volkswagen Passenger Vehicles, Meredith Kelly, also commented on the results: “The work done by Ogilvy on the 011 Beats campaign was both innovative and deeply relevant. The goal has been to keep building our brand in eye-catching ways at every consumer touchpoint and this campaign delivered just that.”

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