

Ogilvy announces new management structure for Cape Town

Ogilvy Cape Town has announced its new management structure which includes both continuity and an injectic of fresh energy. The continuity will come through a promotion for Rob Hill. Hill is promoted to Group Managing Partner Ogilvy South Africa and will now oversee Ogilvy Cape Town as well as all Cape based subsidiaries including Zoom, Advertising, Added Value Group (AVG) and Coley Porter Bell.



Gavin Levinsohn, previously MD and co-founder member of Singh & Sons, has been appointed MD of Ogilvy's Cape Town office. Levinsohn has made huge strides in the advertising industry in the last 11 years, after graduating from UCT with a Bachelor of Business Science: Honours Finance and completing a post-graduate diploma at the AAA School of Advertising. Eight of his 11 years were spent at The Jupiter Drawing Room in Cape Town where he worked his way up from account manager to starting the agency's first strategic planning department. After spending time in London, Levinsohn returned to Jupiter Drawing Room as client service director and in 2003 was appointed to the board. In the next four years, Levinsohn grew the client service team in size and stature and made significant structural, operational and cultural changes which contributed to Jupiter's growth and profitability.

In 2006, Levinsohn started Singh & Sons, assuming the role of managing director. His has grown this agency from a zero base to a thriving agency. With creativity at the centre of his work, Levinsohn has worked on many of the country's leading brands including KIA, Sanlam, Nando's, Lucky Star, M-Web, Foschini and Business Day/ Financial Mail, to name a few.

"We are pleased that Gavin has taken up the challenge to take Ogilvy Cape Town into the future," says Nunu Ntshingila, C of Ogilvy South Africa. "The Cape Town team is strong and established, and includes some of South Africa's most creative talent. We are confident that Gavin will work well with our established creative leaders, Chris Gotz and Peter Badenhost, and that this combination of continuity and outside energy will fuel the agency for many years to come."

"I am thrilled and honoured to be a part of a fantastic team and ready to take one of the truly great advertising businesses forward," adds Levinsohn.

The new appointments are effective on November 1.