

# Ogilvy Cape Town wins KFC New Africa Markets

Issued by [Ogilvy South Africa](#)

21 Feb 2017

Ogilvy & Mather Cape Town has been appointed lead agency for KFC's New Africa Markets.

O&M CT MD Luca Gallarelli says he is thrilled by the chance to do more work across the continent especially on such a significant brand as KFC; "We have been steadily building our capabilities for global and African work and are very excited for this fantastic opportunity with a great client."

Ogilvy SA has been a partner of KFC in South Africa for almost 20 years and the Cape Town agency will now manage the brand in Namibia, [Ghana](#), [Kenya](#), Mozambique, [Uganda](#), Botswana, Swaziland, [Zimbabwe](#), Lesotho, Tanzania, Nigeria, [Zambia](#) and [Malawi](#).

Dewald du Plooy, Marketing Director of African Markets KFC says "We have bold plans for expansion in Africa and are looking forward to taking on these challenges with Ogilvy Cape Town as our lead marketing partner."

Gaining the KFC New Africa markets account completes an outstanding start to 2017 for O&M CT following its recent appointment as global lead agency for Appletiser as well as winning the Tracker business.

- **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>