

Allan Gray lets go of Ogilvy & Mather Cape Town

NEWSWATCH: Allan Gray has let go of ad agency, Ogilvy & Mather Cape Town, effective 31 July, and is in the process of appointing a new agency to manage the account. The new agency and the reasoning have not yet been disclosed.



Picture: AllanGray.co.za

The move follows the agency reluctantly leaving King James in 2014 after the Cape-based agency won the Sanlam account, so Ogilvy had a hard act to follow.

“I can confirm that we have ended our agency relationship with Ogilvy Cape Town, and have awarded the account to another agency,” Henk Pieterse, head of marketing at Allan Gray, told Marklives. Other than that, “both parties are mum about why the relationship broke down”, reported Financial Mail.

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