

Ogilvy Africa training programme graduates

Ogilvy Africa recently hosted its 2004 Africa Training Programme (ATP) that saw 29 delegates coming together from Angola, Kenya, Mozambique, Namibia, Ghana, Mauritius, Malawi, Zambia, Congo, Uganda, Ogilvy Durban, Ogilvy Cape Town and Ogilvy Johannesburg at the Ogilvy office in Johannesburg.

The training is about giving Ogilvy staff and clients from all over Africa a chance to work together on a live project, learn a little more about each other and how different the regulations are in different countries. It is an intensive training programme that runs for a week. Delegates were predominantly junior and senior account directors.

Ogilvy Africa MD, John Little says the ATP's purpose is to broaden their horizons and knowledge, to explore the various functions within an agency environment and to better understand each others' and clients' roles as well as working more effectively together.

Ogilvy Africa has 48 offices in 29 countries and coverage in an additional 13 countries. "Our challenge is to ensure consistent standards of quality and creativity throughout the network, and the ATP helps us achieve that objective," he says.

The week's programme included various topics such as the broader understanding of brands, moving from client brief to creative brief, interactive innovations, radio and television creativity, print production and a public relations workshop to name a few.

At the beginning of the course, the delegates were briefed to put together a campaign for the Moneygram brand, incorporating all the skills that were taught throughout the course and to present their campaigns to a panel of judges on the final day. The judges were Ivan Pols, Cheryl Howse, Betty Kairo, Kim Wakemen (client), Wandile Collis and Nunu Ntshingila. The campaigns delivered some fresh thinking for the brand and gave the team a host of ideas.