

Cape Town agencies shine, new accounts, new directions

The Bank is expanding its Cape Town office to offer experiential and live events production, renaming the business Electric and appointing Sally Burns to head it up as new business and events director, while [Ogilvy Cape Town](#) welcomes Heinz South Africa and Queenspark as its newest clients.



Heinz South Africa has appointed the agency to develop work for its Wellington sauce brands, Today's Brands and certain Heinz branded products. Owned by the Rex Trueform Clothing, Queenspark is a fashion retailer with 55 stores throughout South Africa. The agency will develop work for the Queenspark and J Crew menswear brand.

"We believe the agency has been awarded these accounts due to our constantly growing digital capability and influence, our ability to build brands through the line and the fact that we are proficient at integrating all aspects of communication. We look forward to building strong relationships with our new clients," says Ga Levinsohn, Ogilvy Cape Town MD.

String ties with London

As The Bank South Africa, the company has been trading for over 10 years and it will maintain its strong tie with the London office. Burns will deliver the creative expertise of a top London agency, delivered locally at local prices.

"Our desire to launch an events arm in the South African market was a natural progression. Our recent work for SABMiller's Peroni Nastro Azzurro (official sponsor of the Italian Football Team) during the [2010 FIFA World Cup](#) in South Africa cemented our decision this year to launch a new creative events business with global expertise," says Burns.

Matt Cowley, CEO of The Bank, adds, "Expanding our offering into the South African market makes total sense for our business. We have a local knowledge and understanding of South African culture and since the World Cup, there has been a spotlight on South Africa. This has given us a great opportunity to draw upon the innovative and exciting creative options available; the local events business is burgeoning in South Africa and we're excited to be a part of it."

Its current client list includes SABMiller, Shell, Sky News, RBS, Astra Zeneca, Nokia, Vodafone, Adidas, Blackberry, Ericsson and O2.