

Ogilvy Cape Town wins global Appletiser account

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Ogilvy & Mather Cape Town has been appointed global lead agency for Appletiser.

O&M CT MD Luca Gallarelli says working across international markets for major brands has become a core expertise and a big growth area for the Cape agency and “the chance to do that for an iconic SA brand with a deserved reputation for fresh and innovative communications is a brilliant opportunity for us.”

Appletiser celebrated its 50th birthday last year and is distributed in more than 21 markets around the world.

The account was put out to a two-way pitch after brand ownership changes created a global conflict for the incumbent TBWA Hunt Lascaris.

Appletiser Global Head of Marketing Andrea Shuttleworth says O&M CT demonstrated a true understanding of the brand, some excellent creativity and the capacity to deliver on a complex international matrix. “We’re very excited to begin this journey with them as we continue to build Appletiser as a global power brand.”

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