

More acquisitions in SA digital industry

Neo South Africa, part of [Ogilvy South Africa](#), announced yesterday, Wednesday, 1 September 2010 the acquisition of Christine Da Silva and her team, all previously at local online marketing company, [Altersage](#), to bring SEO and paid search expertise in-house. At the same time, Digitalmark has announced its acquisition of Internet AdSales (IAS), giving online advertisers access to over 200 niche sites.



Christine Da Silva and Mia Scholtz

Search capability

"Search is a continuously expanding and increasingly important market opportunity that until now was not offered by Neo in-house. While we've been working in partnership with Christine for some time, having her in-house and part of the team is undeniably better. While she will head up our Search capability, she also has a wide range of experience across all digital platforms and so we will be exchanging digital knowledge and skills with her and her team. This will add immeasurable value to our business and what we can offer clients," says Mia Scholtz, head of Neo.

Combining Neo's extensive global search knowledge and learning's with Christine's experience makes for potent search competency which stands Neo in good stead for the digital future.

"Search should be a first port of call for most B2C and B2B marketing strategies, and if a client has not taken this into consideration they are missing out. Not only should search, both PPC and SEO, be a key part of any digital marketers' plans, but it can both be amplified by and, interestingly, amplify the effects of broadcast and traditional ATL media campaigns. That's one of the reasons why I'm excited to join Neo and the Ogilvy Group," concludes Da Silva.

Digitalmark is the newly launched sister company to Radmark and recently acquired the rights to represent MSN South Africa.

For more:

- Altersage: [AlterSage is Now Neo @ Ogilvy](#)

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