

Cell C drops King James, FoxP2 - retains Ogilvy

By Herman Manson: @marklives

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Cell C has decided to drop King James and FoxP2 as its advertising agencies. Cell C had [announced in February 2012](#) that it had appointed FoxP2, King James, Prima Plus and Trigger/Isobar as its ad agencies. King James and FoxP2 were to replace Ogilvy Johannesburg. Ogilvy will now be retaining the Cell C business.



The news in February that FoxP2 and King James would take over the account had hardly been announced when the account move was [frozen](#). Alan Knott-Craig Snr had been appointed the [new CEO of Cell C](#) and had not been party to the decision on the new agency appointments, while Cell C brand and marketing communications executive [Mandy Waddington](#), who presided over the agency appointment process, left the company.

Speculation on the account review escalated as Cell C drew a curtain of silence around the process - by informed accounts not even communicating progress with the affected ad agencies.

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