

Ogilvy Africa's "media road into Africa"

Ogilvy Africa recently hosted a successful media workshop that saw 25 senior media planners coming together from Angola, Malawi, Botswana, Mozambique, the DRC, Uganda, Tanzania, Kenya, Zimbabwe, Namibia, Nigeria and South Africa.

Ogilvy Africa consulting media director, Sharon Penhallrick says the workshop's purpose was to ensure that all the local agencies in Africa were working in the same direction on the same media road to media excellence. Therefore "Media Road to Africa" was the name of the workshop.

The key objectives were to broaden the participant's horizons and knowledge, to optimize the media service and customize media offerings according to client specific needs, to gain a better understanding of the value and importance of media within the Ogilvy Africa advertising process; and the sharing of knowledge and best practice between all markets.

The 'Continents biggest ad agency network', 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 to provide the participants with the systems, processes, skills and tools to develop optimum media strategies and plans for our client brands," she says.

The three day programme included various topics such as the development of a media strategy and plan, the standardization of media documentation and sponsorship evaluations. The participants were also broken into syndicates for group case study work on different clients and target markets within the African regions.

"As we are all aware, relationships and networking is key to optimizing business in Africa. It was also evident that one plan does not fill all markets. For Africa we must think pan-African but act local," says Sharon.

She adds that the participants left the workshop with a "4X4 approach": literally and figuratively. "Despite all the infrastructural challenges in Africa, we need to ensure that we are able to overcome any obstacle in Africa 'in the pursuit of media excellence in Africa'."

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