

Gloo merges with WPP's Ogilvy & Mather SA

Another move by advertising giant WPP, has resulted in it acquiring Gloo Digital Design, one of South Africa's largest digital agencies, through Ogilvy & Mather South Africa. (video)



“ [#PressRelease](#) Ogilvy & Mather South Africa and Gloo Digital Design join forces <http://t.co/voeGSGaIEE>
pic.twitter.com/JDJfSpYmKy- Ogilvy South Africa (@OgilvySA) [November 4, 2014](#) ”

"The marketing communication landscape is shifting towards an integrated future, where digital is no longer a separate silo. For us as a company, it radically changes how we deliver communications solutions to our clients in a world where platforms and channels have converged. Consumers across the continent are increasingly nimble in how they move between platforms, and it is critical that the solutions we offer our clients are scaled to capitalise on this effectively. This transaction will allow us to introduce our latest House of Dynamic Content offering effectively into the South African market," said Ogilvy & Mather SA chairman, Nunu Ntshingila-Njeke [in a statement](#).

The acquisition will see Pete Case, Founder and CEO of Gloo, take up a central role in Ogilvy & Mather SA as co-Chief Creative Officer. The statement [further explains](#) that other senior employees at Gloo Johannesburg will take up positions across the agency and its digital and CRM business, OgilvyOne Worldwide SA.

Gloo will reportedly be absorbed into the Ogilvy & Mather SA Johannesburg office and will form part of an internal technology and innovation hub to the 15 companies within the O&M SA Group. According to the statement, Gloo Cape Town will continue to operate as an independent and separate digital specialist, with the added resources of the groups' international innovations lab to accelerate its focus on leading-edge technology and innovation.

For more, go to www.ogloovy.co.za/press/ and keep an eye on [Gloo's press office](#) for the official release to be published soon.

For more, visit: <https://www.bizcommunity.com>