

## Ogilvy CT wins African Coca-Cola pitch

Ogilvy Cape Town has recently won an international project in a three-way pitch held in Casablanca, Morocco for a new global brand under the Coca-Cola umbrella. The new brand is to be revealed during the launch in North and West Africa later this year.



The team travelled to Casablanca to present their integrated campaign. "We are ecstatic about this win for the agency. The thinking was tight, the work great and the presentation, excellent," says Gavin Levinsohn, Ogilvy Cape Town managing director.

Ogilvy Cape Town has managed international strategies for clients that include Castrol, BATSA and now Coca-Cola. The most recent being a global television commercial done for Castrol starring international soccer star, Cristiano Ronaldo.

In 2007, Ogilvy Cape Town was awarded two of Coca-Cola's local brands, Schweppes and Valpre and later Bonaqua.