

Social Lab triples in size with global client wins

Issued by [Ogilvy South Africa](#)

2 Dec 2020

During one of the toughest financial years of recent history, Social Lab South Africa is proud to report a period of extraordinary growth. Amidst a variety of account wins, the team has grown its billings by 300% and tripled its team size.



At the heart of its successful offering in SA is a content hub which services both local and global clients. The team has built fully dedicated units for clients based in North America, UK, Europe, Asia and Africa to deliver on their 4 main areas of expertise; Media Buying, Creative content, SEO and Intelligence assignments.

The SA office opened in 2018 and is part of the fastest growing business within the wider Ogilvy network. Social Lab provides digital services for agencies and brands who require reliable, cost-effective and scalable solutions across a range of performance based, digital marketing specialisations. They currently have 16 offices around the world and deploy content into over 91 countries for brands which include: Ikea, Philips, Nestle, Huawei, Chanel, Vans, and The European Union.

Christophe Chantraine, MD of the South African business comments, “We’re excited to see that brands today are seeing value from our services, where creative excellence meets digital performance. We believe that a story is only as good as the distribution system that can deliver it to the right audiences, at exactly the right time and in the right place. This is our point of difference and ensures precision in distribution and cross-channel integration.”

Social.Lab is also currently leading the social commerce expertise inside WPP. Using social media in the context of commerce transactions, where social media enables a transactional relationship between customers and advertisers and is powered by the maturation of online shopping.

Christophe Chantraine continues, “By leveraging our international experience managing multimillion-dollar campaigns across social, search, programmatic and Amazon globally, we also implement state-of-the-art practice, technologies and methodologies to benefit a growing number of local South African clients.”

To sustain the rapid growth of the agency, Social Lab is launching a graduate training initiative starting in 2021, that will enroll graduates in Cape Town and Johannesburg to teach specialist campaign management skills. Top performing

candidates will be offered roles in one of the growing number of Social.Lab media hubs.

For more information about Social Lab, the application process for the Graduate Training Programme, or about the variety of vacancies which Social Lab is currently hiring for, please contact: sljob@ogilvy.com.

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