

Vodacom thanks Ogilvy for successful 5-year partnership

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Vodacom and Ogilvy have jointly announced that their fruitful 5-year partnership will conclude at the end of March 2021.



Vodacom's chief officer of consumer business, Jorge Mendes, says: "We are highly appreciative of the professionalism and the work done for Vodacom by Ogilvy South Africa. This has been a highly successful partnership during challenging times for the telecommunications industry. Our internal procurement regulations required that after five years the account be reviewed and that we consider rotating the business for the next term as part of our governance procedures."

During Ogilvy's tenure with Vodacom it remained unchallenged as South Africa's leading network with the highest market share and Net Promoter Score (NPS) in the telecoms industry.

Newly appointed group CEO of Ogilvy South Africa, Enver Groenewald, says the agency is proud to have been part of Vodacom's successes during which its subscribers grew to 41.3million, 17% ahead of their nearest rival.

"As a level 1 BEE black majority owned business we are proud of the work done on the account. At the heart of any good agency's work is the ability to assist clients drive their business forward and deliver value to shareholders. We have managed to do that since we were appointed" says Groenewald.

"We understand that internal procedures within the Vodacom group resulted in the account being reviewed. We are disappointed not to continue with this highly valued client but we respect their decisions and thank them for the opportunity," he says.

Vodacom announced enviable financial results this week in which South African service revenue climbed 7.1% and the company announced an increased dividend of 9.2% to R4.15 per share.

Says Vodacom's Mendes "We have our partners to thank, including Ogilvy, for helping us achieve very positive results during a challenging year."

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