

# Ogilvy wins KFC's Youth pitch

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After a recent pitch process for KFC's Youth segment, Ogilvy has been confirmed as the agency partner of choice.



Samantha Redman, interim chief marketing officer of KFC Africa commented, “Ogilvy displayed bold thinking rooted in local culture, demonstrating an exceptional understanding of South African youth, their passion points and emerging trends. We are very proud of our long-standing partnership with Ogilvy and we are confident that they are the best partners to create impact for our brand.”

The KFC love story with Mzansi started 50 years ago and its finger lickin’ good recipes are part of every home across the country. With over 950 stores nationwide, KFC is truly part of South Africa culture and the undisputed market leader.

Ogilvy’s chief client officer, Mathieu Plassard comments “This was an exceptionally competitive pitch process but satisfying to know that our work and unique point of view of the youth market, stood out in the process. We pride ourselves in the work that we have produced for over 25 years on the KFC brand, that sits at the intersections of media, culture, data and creativity.”

Ogilvy CEO Pete Case adds, “We highly value our relationship as lead agency across the KFC brand. So, our ability to

retain this important segment of the brand ambition, despite the local and international competition, is a very positive signal to our people of the strength in our work and thinking. Thank you to our KFC client for their continued belief in us.”

The pitch process included local agencies; TBWA and King James Accenture, as well as international agency Mother based in the UK.

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