

Elouise Kelly, Ogilvy Joburg's new MD

 By Jessica Tennant

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Following last week's announcement of Elouise Kelly's appointment as the new MD of Ogilvy Johannesburg, we found out why she's honoured to take on the role and drive the 'One Ogilvy' and 'Next Chapter' initiatives, which are in turn driving the evolution of the agency for Ogilvy South Africa.



Ogilvy JHB to deliver modern marketing with Elouise Kelly as new MD

5 Apr 2018



■ How do you feel about being appointed MD at Ogilvy Johannesburg, and filling Alistair Mokoena's shoes?

I feel quite honoured to be filling Alistair's shoes. He's played (and continues to play) a vital role at Ogilvy in terms of driving change and building a better, faster, smarter business. I'm eager to support him with this and also bring my particular skill set to driving the modern marketing turnaround.

■ Comment on your position as a woman in leadership: What did it take to get to where you are today/what advice would you give to aspiring women?

I've been incredibly fortunate on my journey, in that I've had the support and encouragement of some phenomenal women and men. They believed in me and helped create opportunities for me to learn and grow. That being said, people will only support you if they believe you are capable and so my advice to aspiring women is deliver the results, build your network and invest in your relationships.

Listen and assess your environment, be humble when humility is called for but fight when you need to.

“ People will walk all over you if they believe they can, so stay strong and don't compromise who you are. ”

Learn as much as you can (knowledge is indeed power) and stay abreast of industry trends so you're always ahead of the curve.

Lastly, remember that hardly anything is unsurmountable, most times there is a solution.

■ When was the effective date?

The effective date was 1 April 2018. Everyone has been incredibly welcoming and encouraging so I don't feel like a newbie anymore.

■ What does the role entail?

The role comprises driving all the business from the Ogilvy Johannesburg campus. I will also need to drive efficiencies to build an agency even more focused on our clients' business and overall needs. Then also leading the integration model change process and bringing everyone along for the ride.



Agency growth and business development will also be a big focus area. I'll also need to recruit, retain and grow talent while making sure Ogilvy remains on its current sustainability trajectory and driving transformation so that it ultimately reflects in the work we produce and value we bring to our clients' businesses.

📌 **Briefly describe 'One Ogilvy' and 'Next Chapter' and how you plan to drive these.**

Our industry has changed drastically over the last few years and in order to keep up, both marketers and their agencies have had to evolve. 'One Ogilvy' and 'Next Chapter' are initiatives driving this evolution for Ogilvy South Africa, with the help of WPP.

We're learning to be more agile, to work seamlessly with quicker turnaround times, be more integrated in our approach, be more competitive with our pricing and be in a position to better respond to our clients' needs while driving innovation.



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📌 **What are you most looking forward to?**

Working with a team of driven, dedicated, knowledgeable and passionate industry professionals.

📌 **What's at the top of your to-do list?**

Integration, integration, integration.

📌 **What do you love most about your career?**

All the places it has taken me and the amazing people I've met along the way.

“ When this announcement went out I was humbled by congratulatory messages coming from London, Ghana, Nigeria and South Africa and it reminded me about how far I've come (and gone) and all the people I've met along the way. ”

Long may it last!

📌 **What are you currently reading/watching/listening to for work?**

I'm immersing myself in everything Ogilvy at the moment. Reading the books, research, policies, etc., and also going through the body of work, which as you can imagine is quite extensive.

📌 **Tell us something about yourself not generally known?**

It's the little things that make me happy: honest people; time given and spent. Lots of laughter with bubbles and clinking glasses to provide some of the soundtrack. I also have a huge crush on [Kendrick](#) with tremendous respect for his talent.



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Leigh Andrews 20 Apr 2016



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