

# One Ogilvy, two remarkable women

By [Jessica Tennant](#)

7 Aug 2018

Ogilvy South Africa recently appointed Vicki Buys as MD of the Cape Town operation and Tassin Albertyn as head of delivery.



## New appointments at Ogilvy

Ogilvy South Africa 12 Jul 2018



I interviewed Buys and Albertyn as part of our Women's Month coverage to find out what it means to them to be joining the recently re-founded agency, now a fully integrated global creative network, at such a time as this...

### 📌 **Congratulations on your appointment. How do you feel about it?**

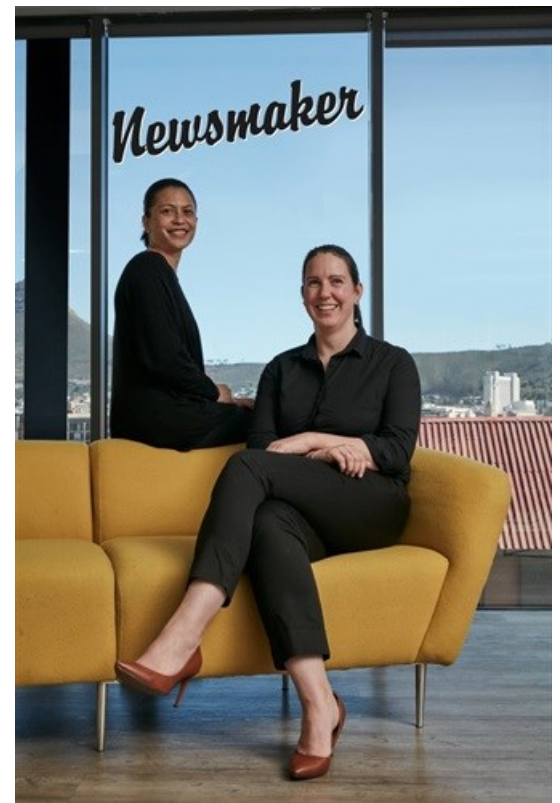
VB: It's an amazing opportunity and an honour to be in this role. I'm excited to bring what I uniquely possess to the role and be a part of the local Ogilvy story.

TA: After a month into the role, I'm excited to say that Ogilvy definitely lives up to its reputation. The agency has a diverse, fast-paced and solution-driven culture. It has definitely exceeded my expectations and I am excited to see how this role evolves over time.

### 📌 **What does your new role entail and what are you looking forward to?**

VB: I will be leading the Ogilvy team in Cape Town, a fully integrated business, and am looking forward to driving home what we started under Luca's leadership in the reorganisation of our business into one consolidated, integrated agency.

TA: My role as head of delivery is to maximise efficiencies and identify and streamline inefficiencies to make sure the agency runs at an optimal pace. I'm looking forward to streamlining processes and contributing to a customer-centric delivery approach.



Tassin Albertyn and Vicki Buys

### 📌 **What excites you most about Ogilvy, being part of a fully integrated global creative network, and where the recently re-founded agency is going?**

VB: It's a very exciting time to be inside Ogilvy – and especially in the driver's seat.

“ We have the opportunity to make a real and meaningful change to the way we operate and to how we meet our client needs as a modern marketing agency. We have the opportunity to shape the way the business does things internationally as right now we are all in the same boat. ”

TA: Ogilvy has so much history and knowledge that very few integrated agencies have been able to maintain. It's exciting to be part of an agency that values knowledge sharing from around the world.



23 Jul 2018



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■ **What do you love most about your career and specialised field?**

VB: I love the people I get to work with – from internal agency partners to other partner agencies, to production companies and of course our clients!

“ Advertising can never be a job. It's a way of life and a way of seeing the world. ”

TA: I love the ever-changing environment. The ability to study the way teams operate and find practical solutions is one of the things I value the most about my role.

■ **What did it take to get to where you are today?**

VB: Passion, commitment and an unwavering knowledge that this is what I was meant to do.

TA: A positive attitude, hard work and a healthy appetite for change.



#WomensMonth: Hey, Vicki! New deputy MD of Ogilvy CT

Leigh Andrews 26 Aug 2016



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■ **Comment on the current state of advertising and what its future looks like to you.**

VB: It's a very interesting time.

“ Many agencies are not going to make it through this next period without a drastic understanding of the changing landscape, the changing needs of our clients and an ability to react to this – without losing the very reason we exist – to tell compelling brand stories. ”

TA: To survive this age of instant gratification, I believe agencies will need to adapt to a new way of delivery and have a strong focus on building a programme office that drives agility.

■ **What's at the top of your to-do list in your new position?**

VB: Driving the change of 'One Ogilvy' throughout our organisation.

TA: Growing solution-driven, customer-centric behaviours within the agency.



#Newsmaker: Elouise Kelly, Ogilvy Joburg's new MD

Jessica Tennant 13 Apr 2018



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■ **What are you currently reading, watching and/or listening to for work?**

TA: I have been catching up on some Ogilvy treasures. My latest obsession is *Wallop! An advertising phenomenon called Rightford, Searle-Tripp & Makin*.

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How Rightford, Searle-Tripp & Makin gave SA advertising a *Wallop!*

Leigh Andrews 19 Nov 2014





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📺 ***Tell us something about yourself not generally known.***

VB: I dream of a world where a good old handshake replaces the confusing kiss-on-the-cheek greeting!

## ABOUT JESSICA TENNANT

Jess is Senior Editor: Marketing & Media at Bizcommunity.com. She is also a contributing writer. [marketingnews@bizcommunity.com](mailto:marketingnews@bizcommunity.com)

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