

## 175: Agency focus with Havas Boondoggle

On Thursday, 26 May 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) looked at creative service agency, Havas Boondoggle in the regular agency focus show.



We were joined by Pieter Goiris, chief executive officer at Havas Boondoggle. Boondoggle is one of the most established digital agencies in the world and has been delivering digital solutions in Europe since 2000.

In 2012, Boondoggle became part of the Havas Worldwide family. With established offices, employing more than 150 people in Belgium and the Netherlands, the founders have embarked on a new journey – to bring Boondoggle to Africa.

Collaborating with the local Havas Village, a new agency was born: Havas Boondoggle with a new office in Cape Town and representation in Johannesburg.

We chat to Pieter about:

- The history of Havas and the expansion into South Africa.
- We discuss the exact services the agency offers clients.
- We look at the opportunities available for the agency in South Africa and Africa.
- Pieter takes us through the way and method Havas Boondoggle approaches client work, and gives us some advice when choosing a new agency for your brand.
- We look at the most important elements required for a successful agency, client relationship.
- We discuss what trends are coming and where South Africa is leading the pack.
- Lastly we look at what the future of Havas Boondoggle looks like in Africa and in Europe?

We end the show by looking at an actual case of how the agency collaborates with clients and current agencies.

[Check out Havas Boondoggle.](#)

Get all the information by listening to this week's podcast.

**Episode 175: Agency Focus with creative service agency, Havas Boondoggle.**

**Date:** 26 May 2016 **Length:** 19:19min **File size:** 18MB **Host:** Warren Harding

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If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com).



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