

Ogilvy Cape Town bags digital Mondelez Gum portfolio

Ogilvy Cape Town has won the digital side of the Mondelez Gum portfolio. Ogilvy will manage the digital work of Clorets, Stimorol, Dentyne, and Chappies.

The win comes after a competitive pitch by Ogilvy. The pitch focused on brands being in the moment and the value of creating content that resonates with consumers.

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