Ogilvy & The Hardy Boys co-locate to shared office space

Issued by The Hardy Boys

23 Sep 2019

Ogilvy and The Hardy Boys (THB), two agencies that form part of WPP, the creative transformation company, have moved to shared offices at the historic Lion Match Factory.

The new workspace covers 185m2 and was created by Durban design studio Georgette Black.

Ogilvy and THB will continue to retain their own distinct identities in the new space, with separate office areas and independent servers to ensure client confidentiality. The new co-location will also allow the two businesses to work collaboratively to provide an integrated team solution centred around clients' needs when required.

"WPP co-location enables greater efficiencies in amazing workspaces, streamlining operations and enabling greater creativity which can be passed on to clients," said Ogilvy Durban MD John Gale. "We will function as separate agencies and enjoy a healthy competitive spirit, but when the need arises, we can combine our resources to provide a compelling service – as we've done already for clients like Unilever."

"Co-locating in modern working environments gives our people the space to create and makes our service far more efficient and effective for the benefit of our clients," said Sue Napier, MD of The Hardy Boys. "It allows the WPP Durban Network to provide swift, integrated solutions, world-class creativity and technology without compromise. We're really excited about this new adventure."

- **The Hardy Boys promotes Taweni Gondwe-Xaba to managing director** 12 Jun 2023
- **The Hardy Boys sign MOU to support KZN Children's Hospital refurbishment** 26 Oct 2022
- **The Hardy Boys help 'senior pawfessionals' nab the job of a lifetime** 19 Sep 2022
- **The Hardy Boys fly the Durban flag as only KZN agency to feature in Kantar's Top 10 adverts** 27 Jun 2022
- **The Hardy Boys, solving creative mysteries since 1994** 29 Oct 2019

The Hardy Boys

The Hardy Boys.

We're a group of idea generators, strategic thinkers and passionate problem solvers who, since 1994, have been helping brands find their voice.

Profile | News | Contact | Twitter | Facebook | RSS Feed

For more, visit: https://www.bizcommunity.com