

Havas Worldwide takes Ireland's largest dairy producer into Africa

Ireland's largest dairy producer, The Ornu Group has chosen Havas Worldwide Johannesburg as its African advertising agency.



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The Ornu Group, previously known as the Irish Dairy Board, is responsible for 60% of Ireland's dairy exports and is home to one of Ireland's truly international iconic brands, Kerrygold.

Kerrygold's brand portfolio includes quality butter, distinctive cheeses, milk powders and more recently, Kerrygold Irish Cream Liqueur.

"We needed an agency team that was strong in all facets of the media approach and development, whilst keenly aware of the commercial delivery," states Bruce Denyer, general manager for Ornu Africa. "Havas answered all of these requirements in abundance and combined with a strong client service team I am confident they will deliver the desired results as we take Kerrygold to Africa."

Ornu established a presence in South Africa in 2013, with the Kerrygold brand providing South Africans with an alternative healthy choice in nutritious butter, milk and cheeses available at most supermarkets nationwide.

"Ornu wanted an efficient, professional, above-the-line team that offered a one-stop strategic and creative solution," says Eoin Welsh, chief creative officer for Havas Village South Africa. "We met these criteria and coupled with our strong strategic team are able to deliver a complete consumer-driven solution to them."