



Ogilvy & Social.Lab Belgium

At Ogilvy & Social.Lab Belgium we believe that brands in the 21st Century need agencies that bridge the advertising, pr, crm, digital, social and especially media agency divide. Ogilvy & Social.Lab bring these capabilities together – fittingly per client and brief – to develop integrated dynamic content strategies that make brands, sales and customer value grow. We match great creative ideas with effective distribution and leading expertise in paid media in social. And we execute them through appropriate, agile and effective production capabilities. Last but not least, we measure, learn and optimise... if we can daily. Because today we can. And because, as our founder David Ogilvy said: "If it doesn't sell, it isn't creative."

Ogilvy & Social.Lab is the collaboration of two formidable entities. Ogilvy & Mather is one of the largest marketing communications companies in the world and Cannes Lions Network of the Year for four years in a row. The agency provides a comprehensive range of marketing services including: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion, relationship marketing. Ogilvy & Mather services Fortune Global 500 companies as well as local businesses through its network of more than 450 offices in 120 countries. It is a part of the WPP Group (NASDAQ: WPPGY, www.wpp.com). Social.Lab is one of the leading social media agencies in the world, active across 3 continents: Europe, North America and Asia. Its 130 employees live and breathe social media and know how to link it back to the world that their parents understand.

Ogilvy & Social.Lab Belgium are located in the historic district of the town centre, near Brussels Central Station and Grand Place. They employ about 100 employees and passionately service local clients (Carrefour, Deutsche Bank, Electrabel, IKEA, National Lottery, ...), international clients (Philips Personal Care Global, Nespresso Global), as well as functioning as a center of excellence for the Ogilvy network and the Social.Lab network around the world.