

SCOPEN RATING

SOUTH AFRICA 2020

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INTRODUCTION & METHODOLOGICAL NOTE

SCOPEN together with **IAS** in South Africa, launch in 2020 its first **SCOPEN RATING**. It has been produced gathering the opinion and consensus of the leaders (CEOs & MDs) of all the media agencies operating in South Africa.

It has been produced in two phases:

PHASE 1: A questionnaire was sent to media agencies leaders for them to select the attributes/criteria that should be taken into account to produce the rating. The 6 different most voted criteria were the following:

- Client satisfaction Ranking
- New Business wins in 2019 Ranking
- Innovation in Media Ranking
- Market Perception Ranking
- Ideal agency Ranking
- Awards won in 2019 Ranking

PHASE 2: A second questionnaire was sent to media agencies leaders informing of the most voted attributes. They were asked to weigh them according to their importance when producing an overall rating of South African Media Agencies.

Four out of six analyses could be extracted from **AGENCY SCOPE** Study developed by **SCOPEN** and **IAS** in 2019.

AGENCY SCOPE is a biennial research on trends within the marketer-agency relationships and the perception and image of media agencies.

AGENCY SCOPE South Africa 2019/20 is the third edition of the study in the country, In this edition, we interviewed professionals from 207 companies in South Africa. The universe of analysis is comprised of the highest level decision-makers in marketing, communications, advertising and procurement, from the largest and most important marketers in South Africa. Professionals in each company had to be involved in and interact on an on-going basis in the decision-making process for selecting and approving their agencies' work.

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New Business analysis and ranking has been produced gathering specific information and data sent by 17 South African Media agencies: CARAT, HAVAS MEDIA, INITIATIVE, M&C SAATCHI CONNECT, MAGNETIC CONNECTIONS, MARK1, MEDIACOM, MADIOLOGY, MINDSHARE, PHD, REPRISE, STARCOM, THE MEDIASHOP, UM, WAVEMAKER, WETPAINT and ZENITH. All the information sent by each agency was only used to produce the ranking and destroyed afterwards. All accounts won by media agencies in 2019 represent 3,362 Billion ZAR.

Finally the Awards analysis and Ranking contemplates the awards won by each Media Agency in 2019 in 6 different events: Amasa, Bookmarks, Cannes Lions, Effie, Loeries and MMA – Smarties. The ranking was produced establishing points for each trophy won, counting as follows:

- Agency of the year is granted 5 points
- Gold trophy is granted 3 points
- Silver trophy 2 points
- Bronze 1 point
- Highly recommended 1 point

We are only publishing Top 5 Media Agencies and Top 3 Independent Media Agencies. Each agency that submitted data to produce this report will be informed of its specific position in the overall rating. All Media Agencies that subscribed **AGENCY SCOPE** know their positions (and their competitors) in the rankings used from that study.

We intend to keep producing this **SCOPEN RATING** in the future. For each edition we will gather again opinion from media agency leaders, trying to keep using the most relevant attributes/criteria and producing each time the rating with the consensus of all media agencies operating in South Africa.

AGENCY SCOPE - TOP DECISION MAKERS WORKING WITH MEDIA AGENCIES

(172 Top Decision Makers Interviewed in 2019)

PROFESSIONAL PROFILE

67% - FEMALE

33% - MALE



41 - AVERAGE AGE (years)

4.5 - TIME IN CURRENT ROLE (years)

6 - TIME IN CURRENT COMPANY (years)

24% - TOP DECISION MAKER
52% - MAXIMUM DECISION MAKER WITH OTHER DIRECTORS
21% - LEADS THE RELATIONSHIP WITH AGENCIES

COMPANY PROFILE



56% - JOHANNESBURG
21% - CAPE TOWN
19% - DURBAN

64% - MULTINATIONAL BUSINESS / BRAND

36% - LOCAL BUSINESS / BRAND

SECTOR

20% - FINANCE & INSURANCE
16% - FOOD PRODUCTS
11% - BEVERAGES
8% - BEAUTY, PERSONAL CARE
8% - TELECOM / TECHNOLOGY
7% - RETAIL / APPAREL
7% - CULTURE, MOVIES & MEDIA
6% - AUTOMOTIVE

NEW BUSINESS & AWARDS ANALYSIS



NEW BUSINESS

75

TOTAL ACCOUNTS WON / LOST IN 2019

TOTAL NEW BUSINESS MOVES ADDS UP TO

3,362
BILLION ZAR

17

MEDIA AGENCIES SUBMITTED DATA



AWARDS



CRITERIA CONTEMPLATED & WEIGHTING

CLIENT SATISFACTION
(Agencies with highest level of Client Satisfaction)



32%

CREATIVITY / INNOVATION
(Most Creative and Innovative agencies in Media)



16%

IDEAL AGENCY
(Matching the definition of 'ideal' Media Agency by marketers)



11%

NEW BUSINESS
(Most successful agencies in New Business)



20%

MARKET PERCEPTION
(Best perceived Media Agencies by marketers)



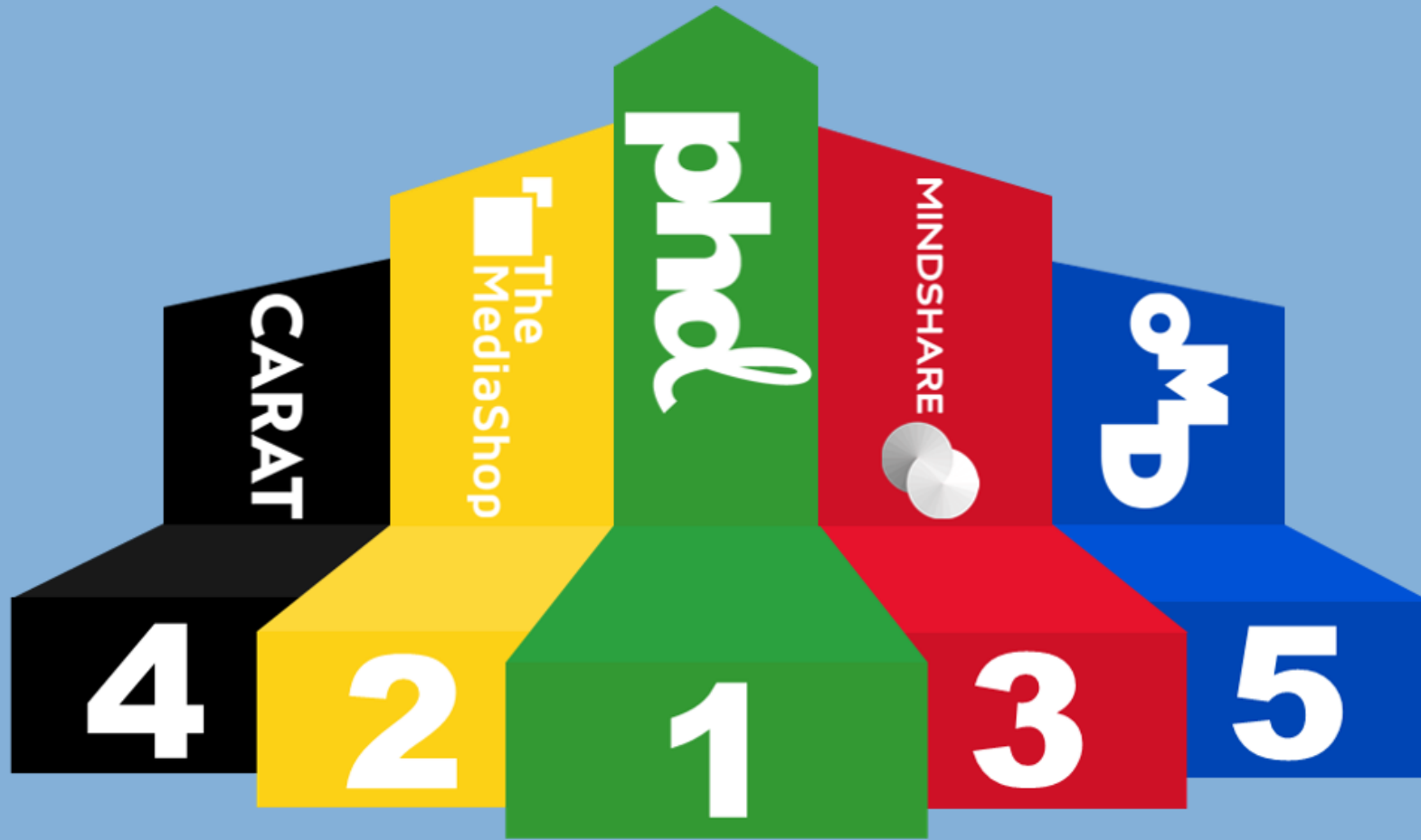
12%

AWARDS
(Most awarded Media Agencies in 2019)



9%

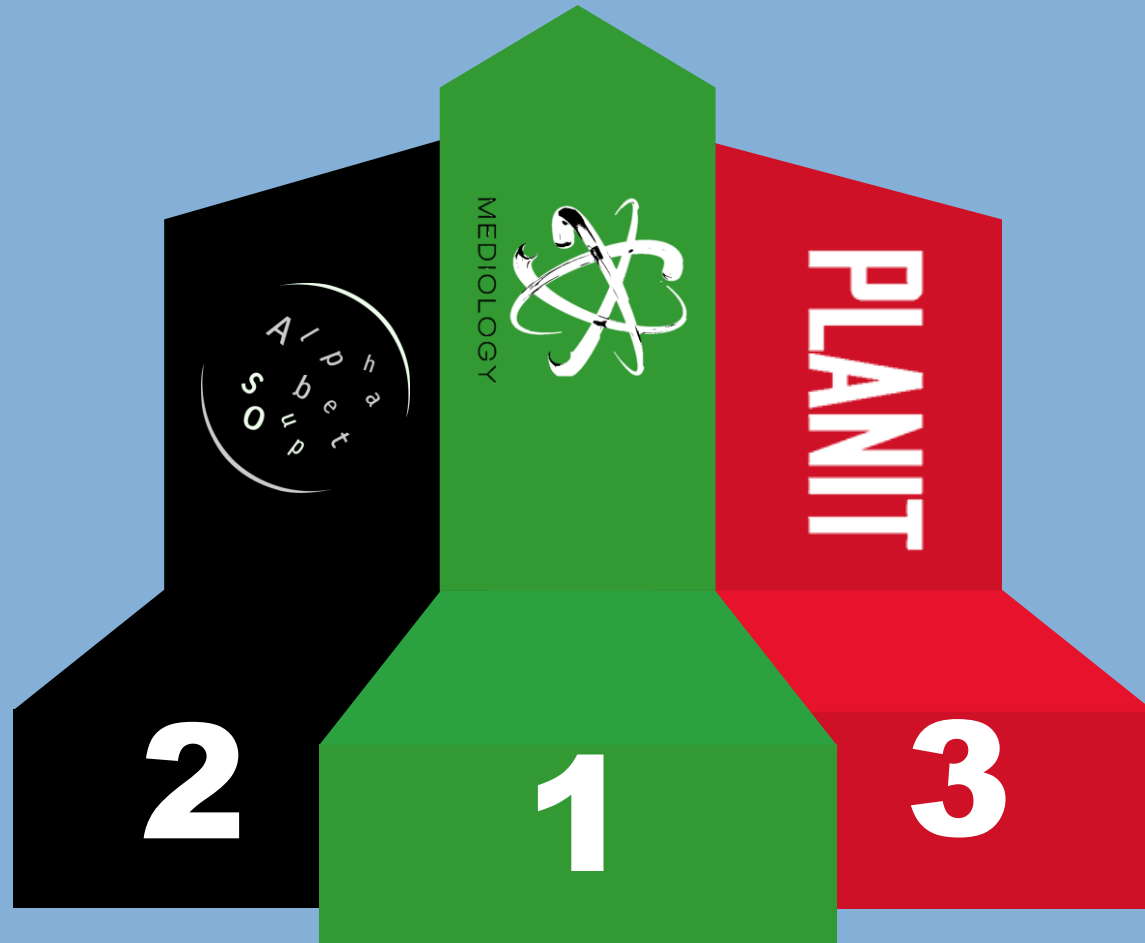
TOP 5 MEDIA AGENCIES



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TOP 3 INDEPENDENT MEDIA AGENCIES



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