

# Release of *Agency Scope*, study of agencies in South Africa

Spanish-based Scopen and the Independent Agency Search and Selection Company (IAS) have released the summarised edition of *Agency Scope South Africa 2016*, which highlights 15 key trends in the South African communication, marketing, procurement and advertising industry.



The research is comprised of a series of analyses from high-level industry decision-makers and is published exclusively for the marketers and marketing agencies participating in face-to-face interviews in all sectors in South Africa. Their views reflect the changes that are affecting the industry. These executives are leaders of companies with an average turnover of more than R5.8bn in 2016.

“Agencies and marketers alike will be able to understand trends in the industry better from our research report,” says César Vacchiano, president and CEO of Scopen. “The research gives insight into what clients need from agencies and how the agency service requirements demanded by clients are changing. The research serves as a benchmark that agencies can use to prepare their blueprint for success and become leaders and contenders among some of the top ranked creative organisations in the industry.”

The report provides in-depth and comprehensive research for the benefit of both marketers and agencies. The marketing professionals interviewed in various leading companies had to be involved in and interact on an ongoing basis in the decision-making process for selecting and approving their respective agency’s work.

Johanna McDowell, founder and chief executive of the IAS, comments: “The primary value of *Agency Scope 2016* is that it will provide agencies with first-hand information regarding the needs of marketers – this will assist them with their new business prospects and existing clients alike. For marketers, the report highlights the best performing in agencies in a variety of sectors such as attractiveness, ideal structure as well as client satisfaction.”

Copies of the 44-page printed booklet are available at R25,000 plus VAT for a minimum order of 10 copies and can be ordered directly from Scopen Africa, based at the IAS offices in Westcliff, Johannesburg. Email [jmcdowell@scopen.co.za](mailto:jmcdowell@scopen.co.za) to place an order.

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