

# Amplifi takes top honour at The MOST Awards

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Congratulations to Amplifi, Dentsu Aegis Network's specialist trading and investment arm - they were awarded the top accolade in Specialist Media Agency of the Year Category 2016 at the prestigious MOST Awards last week. This is a remarkable result as this division of the business only launched less than a year ago, which is a true testament to their success.

Amplifi, formerly known as Aegis Media Central Services Trading division, existing centrally in Dentsu Aegis Network, forms part of the company's vision to deliver the best in media performance, lowering cost and enhanced business outcomes. Amplifi's vision is to create a value proposition that works for clients, Dentsu Aegis Network and media owners through re-invention of the supply side.

The MOST Awards are conducted annually as a market research survey administered by Freshly Ground Insights (FGI). A sample of 186 media owner respondents participated in the MOST Awards for Media Agency survey. The agency scored extremely well on their knowledge and expertise, growing and evolving and service delivery to their clients and suppliers.

One of the respondents said, "They are the best at service delivery across the board, whether you are a supplier or a client."

The above is testament to Amplifi's vision, to build a consistent, leveraged buying network, capable of delivering market leading performance, whether it is cost or better business solutions, in every media, in every country.

"I am extremely pleased that Amplifi's effort to build partnerships that matter has been recognised by our valued suppliers. I am also extremely proud of the Amplifi team's commitment and professionalism, but most of all - passion - without which this would not have been possible. We look forward to another year of cementing relationships and building more value for all our stakeholders!" said Gerrit Visser, Head of Amplifi SSA.

Further to the above, Vizeum Cape Town, who has always been a top performer in the MOST Awards survey, continues this trend in 2016 with a second place in the LAMB Awards for Media Agencies. The agency scored particularly well against the criterion "Knowledge of clients brands".

"This award demonstrates the success of our operating model and the outstanding passion our employees have for their work, living out our mantra of being 'different and better'. Through our global network we have access to world-class technology and innovation which places us at the forefront on industry advancements. We are very proud of the Amplifi team and what they have managed to do in such a short period of time. We look forward to keeping this steadfast momentum into 2017," said Koo Govender, CEO for Dentsu Aegis Network South Africa.

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