

Another 'A' rated South African media agency

It turns out that [Starcom](#) is not the only 'A' rated South African media agency in the Research Company Evaluating the Media Agency Industry (RECMA) 2009 report but that media agency Carat, which was recently named [AdReview Media Agency of the Year](#), has also received an 'A' rating.

The RECMA research covers more than 289 media agencies in 26 countries, and evaluates agencies on an annual basis. Agencies are ranked with grades from A+ to C, largely based on competitiveness in pitches ("compitches"). The ranking was based on the agency being successful in winning new business valued at almost R 1 billion, including Old Mutual, Woolworths and Cell C. The staff complement at Carat grew by some 170% during the year in order to handle the new business.

Carat MD Quinton Jones said that the rating was a fitting tribute to the hard work and dedication of Carat staff in the past 18 months. The South African agency is part of the global network, which spans 70 countries and is reportedly the world's largest independent media agency network

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