

Scopen research ranks Joe Public as top agency for integrated services

Scopen is a global consulting firm specialising in the communications industry with a deep research base. The firm conducted research in its second instalment of 2017 that provided information gathered from 217 hour-long in-person interviews with chief marketing officers from 193 leading South Africa companies involving 499 client/agency relationships and 152 agency professionals' responses.



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Getting to grips with the Scopen Agency Scope 2017

Leigh Andrews 22 Nov 2017



Interviews between June and September 2017 determined that Joe Public ranks as the top agency for integrated services by client opinion. A result derived from the agency's exponential growth since 2013 with the inclusion of services such as Ignite Joe Public (below-the-line), Engage Joe Public (Public Relations) and Connect Joe Public (Digital), which have been created to serve the growth of their clients by delivering on an integrated offering.

According to its president and CEO Cèsar Vacchiano: "Joe Public is one of the most balanced agencies in South Africa, ranking amongst the top five in overall market perception, client satisfaction and competitors' opinion."

Vachiano says "The agency has achieved this outstanding position because it performs strongly in 10 key service attributes from strategy, creativity, account service, integrated services offering to good value for money. Only three agencies show this strong position in South Africa. Joe Public leads competitors' opinion ranking in the country, which implies it is the most admired by agency professionals in South Africa – not an easy feat, when agency professionals are even stricter with ranking agencies than marketers are".

Excellent momentum in digital space

Joe Public also took the number one ranking as the agency with excellent momentum in the digital space and was recognised as the "most awarded." Additionally, Pepe Marais at the creative helm as group chief creative officer was

ranked as the most admired agency professional by marketers and other agency professionals. The agency also takes top spot for good use of research which is indicative of the agency's knowledge of both its clients and markets, buoying them into the leading position in this area.

Johanna McDowell, CEO of the Independent Agency Search and Selection Company (IAS) says the second annual report by Spanish-based independent research company Scopen and the IAS, Agency Scope 2017, gives agencies first-hand feedback about client and marketers' requirements. "Marketing professionals involved in the one-hour face-to-face interviews we conducted are those who engage on an on-going basis in the decision-making process for selecting and approving their agencies' work, so this feedback is important."

True to their purpose of realising growth for their clients, people and country, Agency Scope 2017 realises that Joe Public is an industry dynamo.

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