

# Promise wins *Financial Mail's* AdFocus Medium-Sized Agency of the Year Award

Issued by [Promise](#)

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After highly competitive submissions, Promise has come out on top as the leading medium-sized agency in South Africa in 2017.

Promise was a finalist in 2015. On winning the 2017 Agency of the Year award, Promise CEO James Moffatt comments: "We have to thank our superb clients and wonderful talent here at the agency for this award. We're absolutely delighted to receive this prestigious industry recognition. Our team have also ensured that we remain a top five agency in South Africa for client satisfaction (Scopen 2017/18), as well as achieving a number of first places across a broad range of metrics. I couldn't have asked for a better end to the year."

Each agency was judged against four measures: New Business and Growth; Business Retention and Relationships; Training and Industry Recognition; and Empowerment/Social Responsibility. Every questionnaire response feeds into one of these criteria. The judging and scoring is audited by Deloitte SA.

The Financial Mail AdFocus Awards recognise agencies and individuals, not just for their creative and marketing skills, but also for their all-round business acumen.

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