

Agency Scope: Top creative and media agencies according to marketers

Creative agencies Ogilvy, Joe Public and TBWA\, and media agencies Carat, OMD and TheMediaShop are all standouts in the *Agency Scope* as rated by marketers.



Source: © Melpomen 123rf [123rf](#) Ogilvy, Joe Public and TBWA\ as well as Carat, OMD and TheMediaShop are all standouts in the *Agency Scope* as rated by marketers

The biennial research looked at how marketers view both creative and media agencies. "Each was given a category outline and asked to submit three agencies," explains Johanna McDowell, Scopen partner and CEO of the Independent Agency Search & Selection Company (IAS).

"Here, we show the outline and the results of each."

Spontaneous awareness category

Under the title "spontaneous awareness", respondents named three agencies they are aware of.

Creative agencies

1. Ogilvy
2. Joe Public
3. TBWA\

Media agencies

1. Carat
 2. The MediaShop
 3. Mindshare
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Joe Public United's Pepe Marais and Xolisa Dyeshana lead *Agency Scope's* top creative professionals

14 Feb 2024



Creativity category

Creative agencies

1. Joe Public/Ogilvy
2. none
3. TBWA\

Attractive agencies category

Attractive agencies provided a list of the agencies marketers would shortlist in a pitch.

Creative agencies

1. Joe Public
2. Ogilvy
3. TBWA\

Media Agencies

1. Juno Media
2. M&C Saatchi Connect
3. The MediaShop

Ideal Agencies category

“The ideal agencies category is an analysis of how the overall market, along with the particular clients of an agency, rate that agency,” explains Cesar Vacchiano, president and CEO of Scopen International.

Creative Agencies

1. Ogilvy
2. Joe Public
3. Accenture Song

Media Agencies

1. Carat
2. OMD
3. The MediaShop

Market perception category

In the category “market perception”, a combination of spontaneous awareness, creativity, attractiveness and ideal agencies gave rise to the following responses.

Creative Agencies

1. Ogilvy
2. Joe Public
3. TBWA\

Media Agencies

1. Carat
2. Mindshare
3. The MediaShop

“Market perception is probably the most important rating,” says McDowell. “The agency that wins in market perception is the closest to a perfect agency, and noted as such by the industry.”

The final two categories in the research looked at Client Satisfaction and Competitor’s Opinion, both important in a marketers' choice, Vacchiano asserts.

“We know overall satisfaction is vital to clients, but having competitors list their competition as notable agencies is invaluable.”



Wavemaker's Merissa Himraj tops *Agency Scope's* Top 10 media professionals rankings

16 Feb 2024



Client satisfaction category

Client satisfaction saw the following agencies take top spots.

Creative Agencies

1. Promise
2. Brave Group
3. Black Powder

Media Agencies

1. OMD
2. UM
3. Initiative

Competitors' opinion category

Creative Agencies

1. Ogilvy
2. Accenture Song
3. Network BBDO

Media Agencies

1. Meta Media
2. Initiative
3. Mindshare

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