

A person in a light blue button-down shirt is holding a black tablet horizontally in front of their chest. The background is a textured, light grey surface. Surrounding the person are various hand-drawn, colorful icons and text elements. At the top center, the word "CREATIVITY" is written in large, bold, blue capital letters with a thick, hand-drawn outline. To the left of the word, there is a yellow lightbulb with rays emanating from it, labeled "idea" above it. Below the lightbulb is a small tree diagram. Further down are three checkmarks and a green arrow pointing upwards, labeled "Success" below it. To the right of the word, there is a yellow arrow pointing left, a green arrow pointing right, and a green arrow pointing up, collectively labeled "Growth" above them. Below these are a small cloud, a bar chart with three bars of increasing height, and a small plant with two leaves. To the far right, there is a network diagram with nodes and lines, labeled "Plan" above it. Below the network diagram is a speech bubble with three dots inside, a pencil, and a circular diagram with a question mark and a small figure, labeled "Strategy" below it. The overall theme is business innovation and creative growth.

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).

Spontaneous awareness category

Creative agencies

1. Ogilvy
2. Joe Public
3. TBWA\

Media agencies

1. Carat
2. The MediaShop
3. Mindshare



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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