

Nando's tops the ranks in Scopen's Agency Scope report

Scopen's Agency Scope Report, which conducts research into the South African marketing and communications industry, has recently completed its third edition study for 2019.

Having over 200 CMOs contribute to this year's fieldwork, the report is the most in-depth and up-to-date view of the country's marketing and agency landscape.

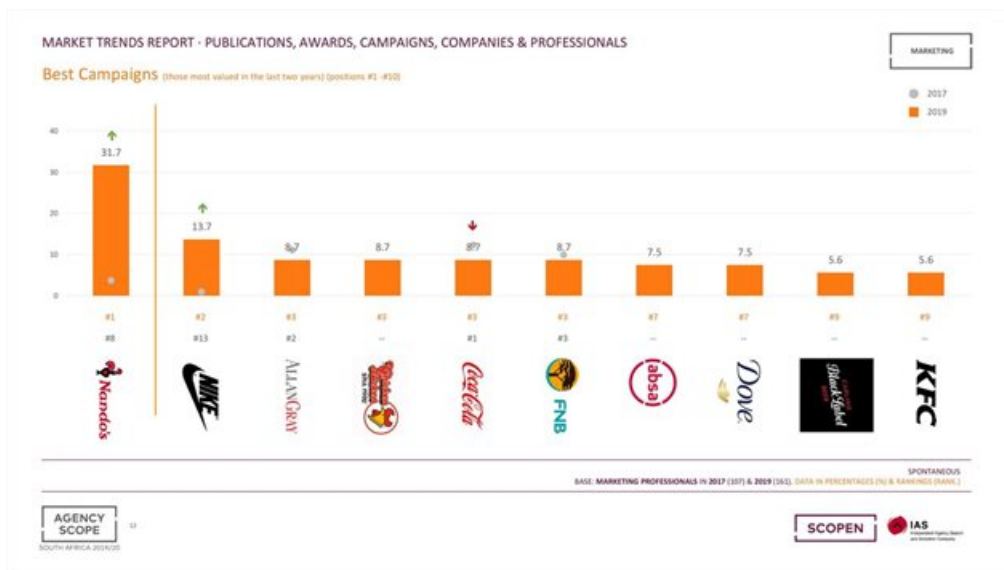
Some of the top insights revealed include the 'most valued campaigns', the 'companies most respected for their marketing' and the 'most admired marketing professionals' in South Africa.



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The results show that Nando's is at the top of its game, ranking number 1 in all three categories.

In the 'most valued campaigns' category (those most valued in the last two years), Nando's is ranked number 1:



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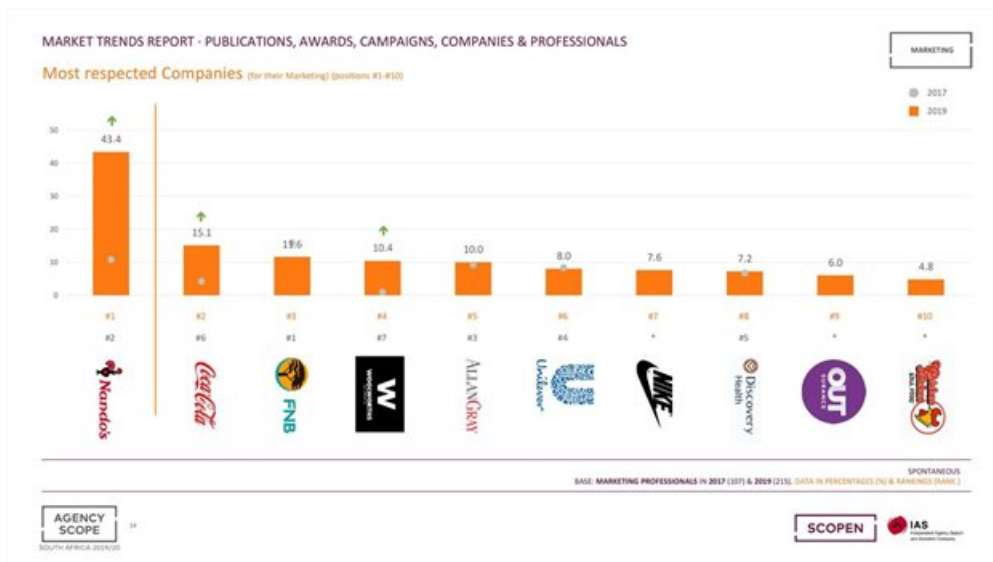
In the 'Most valued campaigns' category (those most valued globally):



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In the 'companies most respected for their marketing' category (for their local marketing), Nando's is ranked number 1.



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In the 'companies most respected for their marketing' category (for their global marketing),



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In the 'most admired marketing professionals' category, Doug Place from Nando's is ranked number 1.



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Doug Place 29 Jan 2020



#Loeries2019: Nando's building brands through creative collisions

Angie White 23 Aug 2019



Robynne Adams, marketing and communications consultant for Scopen Africa provided insight into how the information was obtained. "We conducted 239 in-depth, one-on-one interviews, which were 60 to 90 mins long and were with a senior marketer." The slide below gives the breakdown of the marketers in terms of age, position, length of time at the company, etc.:

MARKET TRENDS REPORT - METHODOLOGY & SAMPLE PROFILE

MARKETING

Data particulars (marketers who work with creative and media agencies)

GENERS	2017	2019	TIME IN COMPANY/POSITION	2017	2019	SECTOR (ROW 1)	2017	2019
MALE	42.5	52.4	AT THE COMPANY (IN YEARS)	7.8	4.5	DURABLE CONSUMPTION GOODS	26.9	14.6
FEMALE	58.5	47.6	IN CURRENT POSITION (IN YEARS)	4.9	4.8	HOUSEHOLD FURNISHINGS & APPLIANCES	2.7	1.7
						AUTOMOTIVE	7.4	5.9
AGE	2017	2019	ROLE OF DECISION	2017	2019	MANUFACTURING	6.9	2.1
AVERAGES (IN YEARS)	40.9	40.1	INTERVIEWEE HAS THE MAXIMUM DECISION	27.2	24.7	RETAIL / APPAREL	8.8	6.7
			MAXIMUM DECISION SHARED WITH OTHER	55.8	55.5	SPORTING GOODS	0.5	0.8
CITY	2017	2019	DOES NOT DECIDE, LEADS RELATIONSHIP	30.1	20.5	OFFICE MACHINES, FURNITURE & SUPPLIES	—	0.8
JOHANNESBURG, PRETORIA (SAUTENG)	59.9	42.4	INTERNATIONAL DECISION	4.9	3.3	SERVICES	32.5	43.2
CAPE TOWN	21.7	18.0				FINANCE & INSURANCE	19.4	23.0
DURBAN	23.0	15.9	TYPE OF COMPANY	2017	2019	TELECOM / TECHNOLOGY	4.1	7.5
OTHER	1.4	3.9	MULTINATIONAL BUSINESS / BRAND	56.7	64.6	PUBLIC AND PRIVATE SERVICES	0.5	2.1
			INDEPENDENT LOCAL BUSINESS BRAND	37.8	33.5	TRAVEL / TOURISM	5.5	0.8
JOB TITLE	2017	2019	GOVERNMENT ORGANIZATION	2.3	1.7	RESTAURANTS	3.2	0.8
PRESIDENT, C.E.O. GENERAL MANAGER	5.5	2.5	NGO, CHARITY, ASSOCIATION	3.2	0.4	ENERGY / FUEL / OIL	1.8	1.7
MARKETING DIRECTOR/HEAD OF MARKETING	62.2	52.4				BUILDING MATERIALS, EQUIPMENT & FARMING	2.3	1.7
NEW BUSINESS DIRECTOR	1.4	1.3	SECTOR	2017	2019	CULTURE, SCHOOLS, MOVIES & MEDIA	2.8	7.1
ADVERTISING DIRECTOR	—	1.7	FMCG (FAST MOVING CONSUMER GOODS)	15.2	14.6	LOTTERY / GAMBLING / BETS	0.5	1.7
COMMUNICATIONS DIRECTOR	4.6	2.9	FOOD PRODUCTS	—	15.5	COM	12.0	0.8
MEDIA DIRECTOR	0.5	0.9	BEVERAGES	5.9	8.8	REAL STATE	—	0.8
DIGITAL DIRECTOR	1.4	5.7	BEAUTY/COSMETICS AND PERSONAL CARE	4.6	6.3	SOCIAL	4.0	6.6
GROUP / BRAND / PRODUCT MANAGER	30.3	25.9	HOUSEHOLD PRODUCTS	—	2.1	PUBLIC COMPANY	3.2	0.4
OTHER POSITIONS*	5.1	6.4	HEALTH	5.7	1.8	ASSOCIATIONS / NGO'S / CHARITY	2.8	0.4

* OTHER POSITIONS: MEDIA RELATIONS DIRECTOR (2), E-COMMERCE DIRECTOR (2), E-COMMERCE MARKETING (2), E-COMMERCE (2), OTHER (3), E-COMMERCE (2)

BASIS: MARKETING PROFESSIONALS IN 2017 (217) & 2019 (209). DATA IN PERCENTAGES (%)

AGENCY
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149 agency interviews, which were telephonic or online interviews. The below slide gives the breakdown of the agency interviewees:

MARKET TRENDS REPORT - METHODOLOGY & SAMPLE PROFILE

CREATIVE AGENCIES

Data particulars (professionals from creative agencies interviewed in South Africa)

CITY	2017	2019
JOHANNESBURG, PRETORIA (SAUTENG)	59.8	70.9
CAPE TOWN	28.9	21.7
DURBAN	8.2	7.5
OTHER	3.1	—

GENDER	2017	2019
MALE	44.3	57.5
FEMALE	55.7	42.5

AGE	2017	2019
AVERAGES (IN YEARS)	40.2	40.7

TIME IN COMPANY/POSITION	2017	2019
AT COMPANY (IN YEARS)	8.5	9.2
IN POSITION (IN YEARS)	3.5	6.7

JOB TITLE	2017	2019
CEO / GENERAL MANAGER	26.8	31.6
CLIENT SERVICE DIRECTOR	34.5	4.5
STRATEGIC PLANNING DIRECTOR	11.9	10.1
ACCOUNT DIRECTOR	8.3	1.8
CREATIVE DIRECTOR	30.9	11.3
DIGITAL DIRECTOR	1.0	7.1
NEW BUSINESS DIRECTOR	—	7.5
GENERAL CREATIVE DIRECTOR / CREATIVE EXECUTIVE	6.2	4.7
HEAD / DIRECTOR TECHNOLOGY	—	0.9
ACCOUNT EXECUTIVE	8.2	—
CFO (CHIEF FINANCE OFFICER)	—	1.9
PRODUCTION DIRECTOR	—	1.9
COO (CHIEF OPERATIONS OFFICER)	—	1.9
OTHER	11.4	4.9

TYPE OF AGENCY	2017	2019
INTEGRATED / ADVERTISING	—	40.2
RTL	—	17.9
DIGITAL	—	25.5
RTL & DIGITAL	—	34.0
PR	—	6.8
AGENCY SIZE	2017	2019
MULTINATIONAL	—	34.0
INDEPENDENT LOCAL	—	32.8

SPONTANEOUS
BASES: CREATIVE AGENCIES PROFESSIONALS IN 2017 (97) & 2019 (106). DATA IN PERCENTAGES (%)

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There were 15 interviews with procurement professionals, which were either online interviews or 15-minute telephonic interviews. She said each of the individuals interviewed answered the below questions, which gave them the results:

- *What would you name as the three best and most valued campaigns in the last two years?* Respondents were asked to name the best the campaigns that had been run over the past two years. It was unprompted and they named those campaigns that had stood out for them.
- *Which companies do you most respect for their marketing?* Respondents were asked to name the companies (not brands) that they respected most for marketing. Again, this was unprompted and companies were voted by senior marketers who would be in the know.
- *Which marketing professionals do you most admire?* This was voted by their peers and agency professionals.

Agency Scope has been conducted twice in South Africa since 2016 and the 2019 third edition study and results will be presented to participating agencies in the latter part of October and November 2019.

Global CEO and founder of Scopen, Cesar Vacchiano said: “More than 200 CMOs will have contributed to the 2019 edition, making it the most in-depth and current in-depth view of the marketing and agency arena, and one that can assist the sectors with the innovation that clients are looking for from both.”

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