

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.

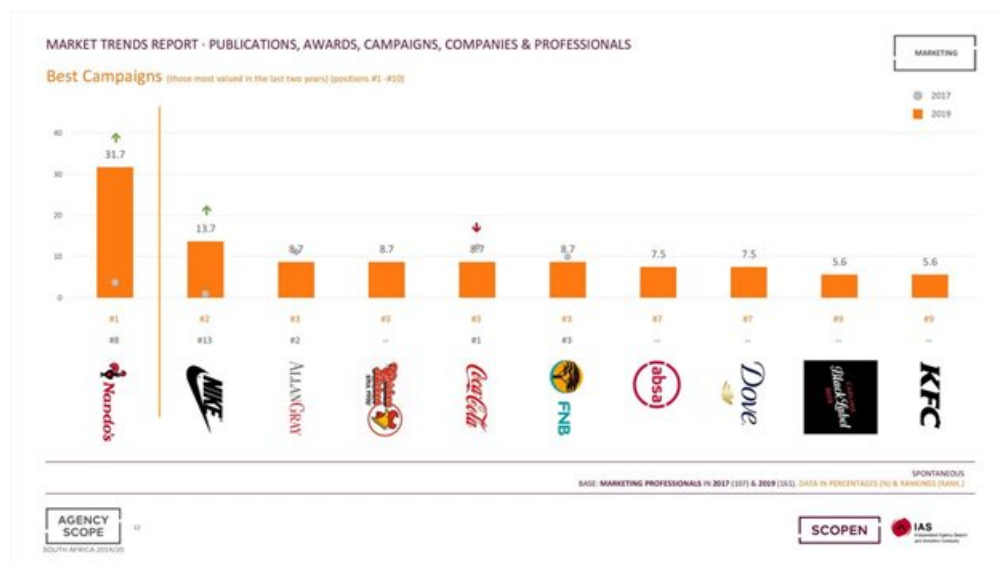
Some of the top insights revealed include the 'most valued campaigns', the 'companies most respected for their marketing' and the 'most admired marketing professionals' in South Africa.



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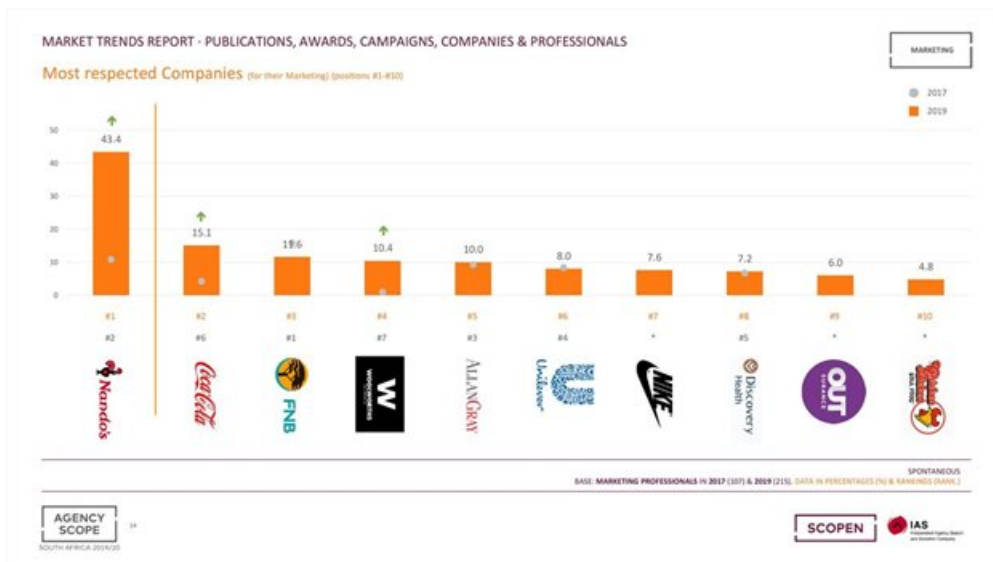
In the 'Most valued campaigns' category (those most valued globally):



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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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#BizTrends2020: A strongly resonant brand proposition is more important now than ever before

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)

SEX	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	57.5	47.6	IN CURRENT POSITION (IN YEARS)	4.9	4.8	HOUSEHOLD FURNISHINGS & APPLIANCES	2.7	1.7
						AUTOMOTIVE	7.4	5.9
						MANUFACTURING	6.9	2.1
						RETAIL / APPAREL	8.8	6.7
						SPORTING GOODS	0.5	0.8
						OFFICE MACHINES, FURNITURE & SUPPLIES	—	0.8
						SERVICES	32.5	43.2
						FINANCE & INSURANCE	19.4	23.2
						TELECOM / TECHNOLOGY	4.1	7.5
						PUBLIC AND PRIVATE SERVICES	5.5	0.8
						TRAVEL / TOURISM	3.2	0.8
						RESTAURANTS	1.8	1.7
						ENERGY / FUEL / OIL	2.3	1.7
						BUILDING MATERIALS, EQUIPMENT & FARMING	2.8	7.1
						CULTURE, SCHOOLS, MOVIES & MEDIA	0.5	1.7
						LOTTERY / GAMBLING / BETS	12.0	0.8
						COM	—	0.8
						REAL ESTATE	4.0	8.8
						SOCIAL	3.2	0.4
						PUBLIC COMPANY	2.8	0.4
						ASSOCIATIONS / NGO'S / CHARITY		
AGE	2017	2019	ROLE OF DECISION	2017	2019			
AVERAGES (IN YEARS)	40.9	40.3	INTERVIEWS HAS THE MAXIMUM DECISION	27.3	24.7			
			MAXIMUM DECISION SHARED WITH OTHER	35.8	33.5			
			DOES NOT DECIDE, LEADS RELATIONSHIP	30.1	26.5			
			INTERNATIONAL DECISION	6.9	3.3			
CITY	2017	2019	TYPE OF COMPANY	2017	2019			
JOHANNESBURG, PRETORIA (SAUTENG)	53.9	62.5	MULTINATIONAL BUSINESS / BRAND	56.3	54.4			
CAPE TOWN	21.7	18.0	INDEPENDENT LOCAL BUSINESS BRAND	37.8	33.5			
DURBAN	23.0	15.9	NON-PROFIT ORGANIZATION	2.9	1.7			
OTHER	1.4	3.3	NGO, CHARITY, ASSOCIATION	3.2	0.4			
JOB TITLE	2017	2019	SECTOR	2017	2019			
PRESIDENT, C.E.O., GENERAL MANAGER	5.5	2.5	FMCG (FAST MOVING CONSUMER GOODS)	15.2	14.9			
MARKETING DIRECTOR/HEAD OF MARKETING	62.3	52.4	FOOD PRODUCTS	—	15.3			
NEW BUSINESS DIRECTOR	1.4	1.3	BEVERAGES	6.9	8.8			
ADVERTISING DIRECTOR	—	1.7	BEAUTY/COSMETICS AND PERSONAL CARE	4.6	6.3			
COMMUNICATIONS DIRECTOR	4.6	2.9	HOUSEHOLD PRODUCTS	—	2.1			
MEDIA DIRECTOR	0.5	0.8	HEALTH	5.7	1.3			
DIGITAL DIRECTOR	1.4	5.5						
GROUP / BRAND / PRODUCT MANAGER	20.3	25.9						
OTHER POSITIONS*	5.1	6.6						

* OTHER POSITIONS: MEDIA RELATIONS DIRECTOR (2.4), DATA ANALYST DIRECTOR (2.4), CRM/PROCESSES MARKETING (2.4), OTHER (2.4)

BASES: MARKETING PROFESSIONALS IN 2017 (217) & 2019 (205). DATA IN PERCENTAGES (%)

SPONTANEOUS

AGENCY
SCOPE
SOUTH AFRICA 2019/20

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INTEGRATED ANALYTICS & STRATEGY

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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	JOB TITLE	2017	2019	TYPE OF AGENCY	2017	2019
JOHANNESBURG, PRETORIA (SAUTENG)	59.8	70.8	CEO / GENERAL MANAGER	26.8	31.8	INTEGRATED / ADVERTISING	—	40.2
CAPE TOWN	28.9	21.7	CLIENT SERVICE DIRECTOR	34.5	4.5	RTL	—	17.9
DURBAN	8.2	7.5	STRATEGIC PLANNING DIRECTOR	11.9	10.1	DIGITAL	—	25.5
OTHER	3.1	—	ACCOUNT DIRECTOR	8.3	1.8	RTL & DIGITAL	—	34.0
			CREATIVE DIRECTOR	30.9	11.3	PR	—	6.6
			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			
GENDER	2017	2019				AGENCY SIZE	2017	2019
MALE	44.3	51.5				MULTINATIONAL	—	34.0
FEMALE	55.7	42.5				INDEPENDENT LOCAL	—	51.8
AGE	2017	2019						
AVERAGES (IN YEARS)	40.2	41.7						
TIME IN COMPANY/POSITION	2017	2019						
AT COMPANY (IN YEARS)	8.3	8.2						
IN POSITION (IN YEARS)	7.5	9.7						

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

AGENCY
SCOPE

SOUTH AFRICA 2019/20

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 International Agency Summit
 and Awards Ceremony

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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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