

Tractor Outdoor wins MOST "Lamb Award" for Media Owner of the Year

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Tractor Outdoor won the Media Owner of the Year Lamb Award at the 2013 MOST Awards at a packed event in Johannesburg on Tuesday, 3 September.



Sandra Gordon, CEO of Wag the Dog Publishers and founder of the event, said, "The key purpose of the MOST Awards is to create a culture of service excellence among media owner sales and marketing teams and front line staff in media agencies. I know that they have used the MOST criteria in staff performance assessments and the results speak for themselves."

"This is the first time we have won an award of this stature and we were extremely proud to bring our Lamb back to Cape Town!" said Simon Wall of Tractor Outdoor "We have continually strived to provide the best possible service to all of our clients and the fact that we have been acknowledged by our peers in the industry really does mean a lot to us. We have the most amazing and talented team here at Tractor and this award is testament to all of their hard work!"

"We are tremendously proud to have been awarded with this accolade. Client service is not only a phrase, process or KPI at Tractor, it is an integral part of our culture and who we are. From the sales force to the back office staff, we have entrenched a customer-centric approach to all facets of our business. Without our clients, we would not have a business and we thank them for giving us the opportunity each and every day to provide services that make their businesses function." said Remi Du Preez, sales manager at Tractor Outdoor.

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Tractor Outdoor



Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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