

What are intermediaries looking for as judges?

By [Johanna McDowell](#)

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When the IAS participates in judging awards we do so in support of those awards which demonstrate agency commitment from a business perspective. After all, an intermediary's role is to ensure partnerships that add value.



Source: www.unsplash.com

Over the years, IAS personnel have been involved in judging awards such as AdFocus, where agencies are rated on how well they partner with their clients to deliver on business creativity, reach and revenue.

Then, the DMASA Assegai Awards - billed as "a mark of victory in integrated marketing excellence" - require intermediaries to provide valuable insights in determining how an agency ranks across the board. As part of the Assegai Awards, Credentials Awards are judged specifically on an agency's ability to put together a credentials set that will drive new business acquisitions.



All Assegai Awards 2021 finalists announced

DMASA 13 Oct 2021



We seek creativity in how the agencies actually present their credentials. Any agency's focus on improving their credentials and noting their new business hit-rate is what ultimately impacts on their success in pitches, making them important points of judgement.

Effie Worldwide's Effie Awards review effectiveness in marketing and ideas which is the area that the IAS loves to evaluate.

Understanding agency effectiveness

In all these awards, intermediaries review the areas of agency effectiveness, which is precisely what we encourage clients to look for when choosing an agency.

The fact that we review attributes that directly impact the business ranking of an agency during the judging process means we have even greater knowledge of how the organisation operates - and we store this information for when marketers need recommendations.



Inaugural Effie Awards SA announces winners

14 Oct 2021



Being able to look deeper into how an agency is judged on the various criteria by a diverse panel of judges brings adds depth to intermediaries and their recommendations.

ABOUT JOHANNA MCDOWELL

MD of the Independent Agency Search and Selection Company (IAS), and partner in Scopen Africa, with a background that includes being on both the agency and the client side of the fence, Johanna McDowell is well-placed to offer commentary on marketing and advertising in the South African and international contexts. She built her career in marketing and advertising since 1974, holding directorship in both SA and British advertising agencies. She was MD of Grey Phillips Advertising in 1988.

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