



PRESS RELEASE

SCOPEN ANNOUNCES UK STUDY AGENCY SCOPE 2018 FIELDWORK

London, June 5, 2018

Global research company **SCOPEN** announces the fieldwork stage of the UK **AGENCY SCOPE 2018** study which makes its return this year, three years after the last study was successfully completed in 2015. The first AGENCY SCOPE took place in the UK in 2012 which means that 2018 will be the third wave. Meetings with **CEO's of leading agencies** in London have taken place during April and have revealed that there is great interest in the study.

"Fieldwork will start in the summer and will continue until November. Data will be analysed in December and reports will be presented in January/February 2019 to our UK subscribers. Three highly experienced fieldwork managers have been commissioned to help us with the fieldwork," says **Cesar Vacchiano**, President and Global CEO of SCOPEN.

The test is to interview key decision makers in each client company who are the **top marketers** by ad spend in each market. Agencies want to learn these **trends** and identify their clients' needs and see how they can improve services with their current clients. Therefore, in most of the cases each agency helps SCOPEN identify its key clients so that they participate in the interview process, which is an integral part of the study.

In addition, data coming from all interviews is confidential and is only aggregated for statistical reasons.

The study provides insight into what clients need from agencies and how the agency service requirements demanded by clients are changing. The research serves as a benchmark that agencies can use to prepare their blueprint for success in order to become leaders and contenders among some of the top ranked creative organisations in the industry," adds **Johanna McDowell**, SCOPEN Partner and director of the UK study.

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The primary value of **AGENCY SCOPE 2018/19** is in providing subscribing agencies with firsthand information regarding the needs of marketers. It gives them a unique tool to improve and provide new services as well as showing them how their agency positioning is seen in the market place by all marketers, not only their clients. The comprehensive report, consisting of about 350 pages of charts and insights, is presented to the agency top team in a three-hour workshop session which enables **SCOPEN** to also provide comparisons among the other 11 markets in which SCOPEN operates.

Marketers who participate receive a 44-page summary of the industry trends once the study is finished as their reward for participating in the fieldwork and giving up an hour of their time to the interviewers.

"We have already signed up some agencies and as the word spreads about the UK Study we look forward to more agencies signing up over the next few months," concludes **McDowell**.

About SCOPEN:

SCOPEN is an independent company operating in the market since 1990. SCOPEN is present in 12 countries Argentina Brazil Chile China Colombia India Mexico Portugal Singapore South Africa Spain UK USA. Our research, rigorous analysis and the numerous correlations derived from our comprehensive database, SCOPEN can offer a unique strategic vision to drive businesses within the creative economy, inspiring people and projects.

César Vacchiano is an international lecturer, a key contributor to various industry publications and a pioneering specialist in image and positioning research of agencies, advertisers and media. Holding degrees in Economics and Business Administration with post-graduate studies in US universities. He joined SCOPEN in 1993 and is now the company's chief executive worldwide.

Johanna McDowell is a British marketer who has spent many years in advertising and marketing both in the UK and South Africa. She leads the IAS (Independent Agency Search & Selection) in South Africa which is an associate company of the AAR Group in London. AAR is the leading intermediary consultancy advising clients and agencies on pitch management, relationship management and other aspects of the client: agency dynamic.

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