



"For first time, in this edition we analyse the involvement of consulting companies with marketers. Results show that 6 out of 10 interviewees appreciate that consulting firms can offer creativity".



**Paula Ribeiro**  
Research&Studies Director, SCOPEN

AGENCY SCOPE

BRASIL 2018/19



When defining their 'ideal' Integrated agency, Brazilian Marketers mention:



KNOWLEDGE (MARKET/ CONSUMER/BRAND)

49.7%



STRATEGIC PLANNING

42.1%



CREATIVITY & INNOVATION

36.6%

AGENCY SCOPE

BRASIL 2018/19



Did you know that...

57%

of Brazilian Marketers work with Specialised Agencies

&

43%

work with Integrated Agencies?

AGENCY SCOPE

BRASIL 2018/19



Brazil is the country that uses less pitches to select their Agency. Only:



58%

AGENCY SCOPE

BRASIL 2018/19



Out of 12 countries where AGENCY SCOPE is carried out, Brazil is by far the country with the highest Agency contribution to business growth:

58% of Brazilian Marketers declare that Agencies contribute more that 50% to business growth.



AGENCY SCOPE

BRASIL 2018/19



For 47% of Brazilian Marketers, "Innovation" is the decisive criteria to select an Agency. They define "Innovation" as:



Digital/Technology  
51%



Disruptive ideas  
42%



Results/Effectiveness  
30%

AGENCY SCOPE

BRASIL 2018/19



Best perceived Agencies according to Top Brazilian Marketers:

1st AFRICA

2nd Ogilvy

3rd ALMAPSSDO

AGENCY SCOPE

BRASIL 2018/19



The most admired Companies for their Marketing skills and expertise are:



1st



2nd



3rd

AGENCY SCOPE

BRASIL 2018/19



According to Brazilian Marketers, 3 key Agency disciplines for their companies are:



STRATEGIC PLANNING

81%



DIGITAL STRATEGY

75%



CREATIVITY

64%

AGENCY SCOPE

BRASIL 2018/19



These are the most admired professionals from Agencies in Brazil:



HUGO RODRIGUES  
WMcCANN



ANDRÉ KASSU  
CP&B



MÁRCIO SANTORO  
AFRICA



AGENCY SCOPE

BRASIL 2018/19



Top 3 most admired campaigns for Brazilian CMO's are:



1st



2nd



3rd

AGENCY SCOPE

BRASIL 2018/19



Top 3 most admired Marketers in Brazil:



EDUARDO TRACANELLA  
ITAÚ

1st



DANIELA CACHICH  
PEPSICO

2nd



FERNANDO CHACON  
ITAÚ

3rd

AGENCY SCOPE

BRASIL 2018/19