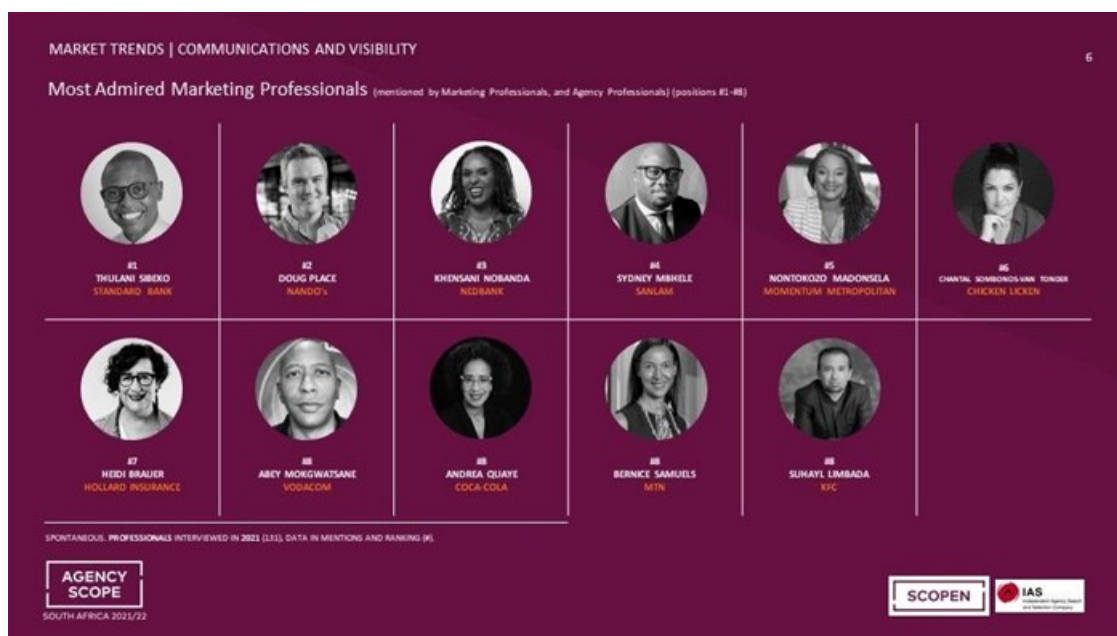


Most admired marketing professionals revealed

"Our globally standardised methodology allows Scopen Africa to research trends with first-hand information that provides a unique strategic vision for marketing and agency professionals and media owners," says Cesar Vacchiano, Scopen Global CEO and cofounder, who was recently in South Africa to present the results of the Agency Scope 2021/2022 study to agencies who have subscribed to the report.



Agency Scope South Africa 2021/22 is the fourth edition of the study on our shores, where face-to-face (F2F) video call interviews through Computer Aided Web Interview (CAWI) totalled 465 interviews, including 239 marketing professionals from 158 companies; 156 creative agency professionals; 50 media agency professionals and 20 media owners.

While the size of the Agency Scope study matters, how Scopen Africa drills down to determine the top ten marketing professionals is of equal importance. In reviewing marketers who work with creative and media agencies, data includes location and type of company, from multinational to NGO; through to interviewee's profile, job title and decision-making level across all business sectors.

Importantly, the interviews with marketing leaders are not a Q&A plug-in response exercise, but a 60-minute dialogue that enables an in-depth evaluation of their skills, how they conduct their campaigns, percentage of ad spend related to turnover and how they market their companies.

Professionalism above popularity

It's vital to note here that the marketing professionals are being rated by their own colleagues and peers, which results in Scopen Africa's analysis to determine the top ten marketing professionals in an equitable and precise business manner rather than industry popularity or personal acclaim.

Equally important but in a far briefer, 15-minute exchange, agencies rank marketers on topics such as how they run their companies and how easy they are to work with, among others. Scopen Africa analysis allows us to publish an aggregation of all results.

The following marketing professionals were identified as Most Admired Marketing Professionals, in order of importance:

- #1 Thulani Sibeko, Standard Bank
- #2 Doug Place, Nando's
- #3 Khensani Nobanda, Nedbank
- #4 Sydney Mbhele, Sanlam
- #5 Nontokozo Madonsela, Momentum Metropolitan
- #6 Chantal Sombonos-Van Tonder, Chicken Licken
- #7 Heidi Brauer, Hollard Insurance
- #8 Abey Mokgwatsane, Vodacom
- #8 Andrea Quaye, Coca-Cola
- #8 Bernice Samuels, MTN
- #8 Suhayl Limbada, KFC

Says Johanna McDowell, Scopen Africa managing partner and CEO of the Independent Agency Search and Selection company (IAS): "As we begin to present results of Agency Scope South Africa 2021/22, look out for further snippets and insights from the data that we have gleaned – probably the most comprehensive that we have ever seen in South Africa."

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