

Seventh Agency Rankings Survey Underway

Contributed by Marketing Interactive
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Marketing's (Advertising + Marketing's in Malaysia) annual Agency Rankings Survey begins today with invitations sent to more than 15,000 specially selected marketers and over 10,000 agency professionals across the region.

Now in its seventh year, the Agency Rankings Survey has become the world's largest exercise in agency reputation measurement.

After intensive consultation with the agency community, this year's survey methodology was significantly reviewed, resulting in development in two key areas: Â

1. Categories. To reflect the omnipresence of digital, the stand alone Digital category was scrapped and digital questions were inserted into most sections of the questionnaire.

In addition, the Sports Marketing, Sponsorship Marketing and Production categories were dropped from the questionnaire while the Creative, Media Planning & Buying, Direct Marketing, Public Relations, Brand Consulting and Market Research categories were all expanded. Â

2. Sample management. In previous years the survey questionnaire was open to anyone. This year access to the questionnaire is restricted and open only to pre-qualified agency professionals and senior client-side marketers.

The expected shortfall in online responses will be made up by telephone research on the same pre-qualified sample. Â

"The questionnaire is always evolving with the industry but we view the decision to restrict the sample size, raise the standard of participants and tighten our control of the sample as a significant step forward in making this research exercise more robust," said Tony Kelly, regional editorial director, Marketing.

"It increases our workload but we believe the result will be worth our additional investment."

As in previous years, the client-side results of the survey will form the basis of Marketing's Agency of the Year (<http://www.marketing-interactive.com/aoty/2010/sg>) annual special edition and awards dinner (<http://www.marketing-interactive.com/aoty/2010/sg>) in June. Â

Client marketers who want to participate in the Agency Rankings Survey and receive a free copy of the 2009 and 2010 results, plus a copy of the 2010 Agency of the Year annual special edition should email tony.kelly@marketing-interactive.com .

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