



ADVERTISING AGENCY OF THE YEAR 2010 QUESTIONNAIRE

This information will also be used for agency profiles in AdFocus 2010.

If your reply includes no entry materials such as presentations, DVDs and printed examples of work, the completed questionnaire may be returned by e-mail to: fmadfocus@fm.co.za

All replies containing entry materials must be hand-delivered to:



AdFocus Editor: David Furlonger
Financial Mail
Avusa House
4 Biermann Avenue
Rosebank
Johannesburg



011 280 5930



011 280 5800

ENTRY DEADLINE: MONDAY SEPTEMBER 13TH 2010

IF YOU WOULD LIKE YOUR SUBMISSION BACK AFTER ADFOCUS, PLEASE MAKE THE NECESSARY ARRANGEMENTS FOR COLLECTION.

NAME AND CONTACT DETAILS OF AGENCY

Name	
Switchboard	
Fax	
E-mail	
Website	

NAME AND CONTACT DETAILS OF EXECUTIVE

Name	
Title	
Telephone	
Fax	
Mobile	
E-mail	
Signature	

DEFINITION OF REVENUE IN THIS QUESTIONNAIRE

Revenue is the total amount of money received by the agency for services provided, less third-party costs, during the specified time period. Revenue would include fees, retainers, hourly rates and commissions earned. Revenue is not the same as billings.

AGENCY OWNERSHIP

Shareholders, with shareholdings
Specify whether local or international

IMPORTANT

SUBMISSION MUST CONTAIN THE FOLLOWING ELEMENTS:

- A. Completed AdFocus agency questionnaire
- B. A rationale (max 500 words) on why you think your agency should be Agency of the Year. This should include business activities, BEE deals, new units, etc, not mentioned below.
- C. Examples of your work. These may be print or electronic format [as a high resolution jpeg image (300dpi), measuring at least 10cm wide] and be accompanied by an appropriate caption, i.e. the client's name
- D. An image to illustrate your agency profile in AdFocus. Images must be supplied in electronic format [as a high resolution jpeg image (300dpi), measuring at least 10cm wide] and be accompanied by an appropriate caption, i.e. the client's name

N.B. Please do not supply jpeg images in word or power point format.

PERFORMANCE

Please advise if you wish figures below to be confidential.

1. New accounts gained and billed, July 2009–June 2010, with revenue value. See revenue definition above. Figures should reflect only work billed from the SA office. Specify whether accounts or project work.

2. Total revenue value of new business gained, July 2009–June 2010

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3. Accounts lost, July 2009–June 2010, with revenue value

4. Total revenue value of business lost, July 2009–June 2010

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5. Number of pitches (July 2009–June 2010)

ENTERED		WON		LOST		ACCOUNTS RESIGNED	
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6. Five biggest accounts, in order (if possible, with billings value)

7. Five longest-standing accounts, with length of relationship

8. Number of clients at end June 2010

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9. Number of staff at end June 2009

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10. Number of staff at end June 2010

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11. Annual revenue (July 2009–June 2010) If you are not allowed to give actual figures, in which of the following bands does it sit? Under R15m; R15m-R25m; R25m-R50m; R50m-R75m; R75m-R100m; R100-R150m; R150m-R200m; R200m-R250m; R250-R300m; R300m-R350; R350m-R400m; over R400m

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17. What is your BEE rating? Please attach copy of certificate. If you have a BEE exemption, please attach copy.

18. Corporate social responsibility: which programmes do you support and what do you spend?

19. Pro bono clients, with estimated value of work

20. Agency high and low points July 2009–June 2010)
(Indicate in which month the high/low occurred)

High points:
Low points:

AWARD NOMINATIONS

1. Partnership Of The Year

This is a new award to recognise a great SA agency/client partnership. This may show itself in excellent work, in outstanding business or brand growth, or simply working together to crush the competition.

The award, which recognises partnerships during the period July 2009-June 2010, is open to agencies and their clients in all SA awards categories: advertising, media, branding & design, digital and specialist.

a) If you want to enter, provide a motivation of no more than 500 words why you and your client deserve to be Partnership Of The Year. The submission must be a joint one, signed by both agency and client. Only one entry per agency.

b) Please nominate a partnership from outside your agency group.

2. Lifetime Achievement Award.

This is open to individuals in all awards categories. Please nominate one person, with a brief motivation.

3. Newsmaker Of The Year

This is another new award, to recognise an individual in any agency category who has made headlines during the period July 2009-June 2010, raised important issues and furthered the industry's cause. If, in doing so, he or she has upset a few people and raised their own profile, so be it. Please nominate one person, with a brief motivation.

4. Agency Leader Of The Year.

This is available to individuals in any agency category. Please nominate one person with a brief motivation.

5. New Broom Award for outstanding young talent

This is available to individuals in any agency category. Please nominate one person with a brief motivation.
