



AdFocus

**AFRICAN ADVERTISING AGENCY
NETWORK OF THE YEAR 2010
QUESTIONNAIRE**

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 OF NETWORK AND SA CONTACT DETAILS

Network	
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.

IMPORTANT

SUBMISSION MUST CONTAIN THE FOLLOWING ELEMENTS:

- A. Completed AdFocus agency questionnaire
- B. A rationale (max 500 words) on why you think your network should be African Advertising Agency Network of the Year.
- 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.

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

PERFORMANCE

Please advise if you want figures below to remain confidential.

- 1. Total unduplicated revenue (see revenue definition above) of non-SA network, July 2009-June 2010**

- 2: If you want the above figure confidential, please specify (for the purpose of the AdFocus African rankings table) in which of the following revenue bands your revenue sits: Under R25m; R25-R50m; R75m-R100m; R100m-R150m; R150m-R200m; R200m-R250m; R250m-R300m; over R300m.**

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3. New accounts gained and billed, July 2009-June 2010, with unduplicated revenue value. Please specify if accounts are country specific, regional or Pan-African.

4. Total unduplicated revenue of new business July 2009-June 2010

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5. Accounts lost July 2009-June 2010, with unduplicated revenue value

6. Total unduplicated revenue of business lost July 2009-June 2010

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7. Five longest-standing network clients, in order of size. Please specify in which countries or regions the accounts are held.

8. Awards won by non-SA network agencies July 2009-June 2010. Also list external recognition of individuals, including awards and jury memberships

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9. Is the network co-ordinated/managed from SA? Yes No

10. If the answer to Question 9 is No, where is the network HQ?

11. List the African countries (outside SA) in which the network operates and the number of people actively involved in each one's advertising operations. Specify which are subsidiaries of your group and which are contracted independents.

12. What training programmes were provided to network agencies, July 2009-2010?

13. How many countries did SA staff visited July 2009-June 2009?

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14. How many SA executives deal routinely with the Africa network?

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15. How reliant on SA are network agencies for skills and specialist expertise?
