

More on Most Africa awards

Wag the Dog Publishers are branching out into Africa and launching two new awards in the Most Awards category.



The Most Africa Award will firstly recognise and rank South African-based media that plan and buy media in Africa. It will also rank and recognise South African-based media owners that sell media in Africa.

Media owners with Africa sales teams are to be rated on their knowledge of their own brands, their knowledge of client brands and market landscape, their service delivery their ability to innovate, their ability to authorise deals as well as their passion for and involvement in their brand.

Media agencies working in Africa will be rated by media owners on their knowledge of the media landscape, knowledge of client brands and the market landscape, their ability to communicate, their professionalism, their ability the make decisions for the client as well as their involvement and interest in their clients' brands.

For more information, [click here](#).

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