

Scopen and IAS recruit senior field workers to conduct interviews across SA

Spanish-based independent research company Scopen and the Independent Agency Search & Selection Company have recruited senior fieldworkers to interview top marketers for Scopen's Agency Scope - a research programme to evaluate and change the way in which agencies and marketers do business.

The eight chosen fieldworkers have been divided across all provinces to cover 40 interviews with marketing executives in KwaZulu-Natal, 80 in the Western Cape and 120 across Gauteng.

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