

# Ranking the agencies with Tony Koenderman's AdReview

A unique ranking of 64 of South Africa's top advertising agencies will be carried for the first time in Tony Koenderman's AdReview 2014, which will be published on 22 May.

The tables are ranked by size (measured by number of employees), but will be supplemented by tables ranking more than 50 agencies by creative capability (measured by creative awards).

These give marketers vital information on which to base their choices. "If you're looking for a new ad agency, design shop, public relations or any other consultancy, AdReview makes your choices easier," says Koenderman. "And the data in the publication is enhanced by additional information on [our website](#)."

Now in its 12th year, AdReview was formerly published as a joint venture with Media 24, will come under sole ownership of Koenderman. Bizcommunity is its media partner, and will sponsor the main award, Ad Agency of the Year.

## News, as it happens

The website will provide an up-to-date stream of news and information as well as the similar high-value content as in the print version, including write-ups and tracking of the top ranking agencies as well as and the unequalled table rankings of agencies by size, category, region and services offered.

Other table rankings included in the publication are Top 64 agencies, Media Mavens (ranking media agencies), Creative tables, New Business Winners, top ranked digital agencies and more...

The rankings will be brought to life via the AdReview Awards Ceremony, to be held at The Wanderers Club, Johannesburg on 22 May 2014.

Worthy agencies and individuals will be awarded in categories such as Large (over 110 people), Midsized (50-110 people), Breakthrough (under 50), as well as Specialist, Digital and integrated, PR and Marketer of the Year 2014.

This year a new category, New Business Award, recognising the agency that demonstrates the ability to win and retain business of highest calibre, will be sponsored by IAS, the agency search and selection consultants.

The awards will start at 6.30pm for 7pm and tickets are R1,100 each.

To book adspace in the magazine, phone Terry Barker at +27 (0) 83 561 1171.

For tickets to the Awards event contact [corrie@vibrantmedia.co.za](mailto:corrie@vibrantmedia.co.za).

