

Partnership offers benefits on worldwide agency listing

Following the [announcement of its partnership](#), IAS and AdForum.com offers subscribing agencies a competitive edge that places them on par with local and international agency best practise.



"This strategic alliance is a great step for us as we have been working with IAS for many years and couldn't find a more suitable partner with whom to enter the South African market. Agencies subscribing to this joint venture will benefit from unrivalled visibility both locally and internationally. Marketing agencies looking to enhance their services will find our services, advance search tool and agency gallery allows client companies to find and select their list in a much more efficient and professional manner," says Philippe Paget, global CEO of AdForum.com.



Benefits

- Agency logo on AdForum.com website
- Key new business contact
- List of clients
- One document or clip describing agency activity
- One piece of creative work
- Link to agency website
- Access to online statistics
- Enhanced performance on search engines

The partnership also allows for subscribing agencies to reap the benefits of being featured on the front banner of the IAS website along with all of the other existing IAS benefits.

These new services are available for IAS subscribing agencies across all types i.e. advertising, PR, digital design and branding plus media agencies alike.

Johanna McDowell, MD of the IAS adds, "We have formed this partnership to boost our agencies to the next level. The company is constantly looking to improve and augment its services to agencies. This offers agencies an opportunity to join the global community and boost their awareness among marketing professionals immediately."

With reportedly more than half a million users, Adforum.com is a leading information provider focused on the global advertising industry. As a partner with the leading press worldwide, and with the industry's top award shows, it gathers global information on 20 000 agencies and 120 000 campaigns (TV, print, interactive etc

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