

MOST

AWARDS 2019

BOOK YOUR MOST AWARDS RESEARCH



INDEPENDENT. INSIGHTFUL. PRICELESS.

- Track and benchmark your team's performance over the years across criteria endorsed by agencies and owners
- Gain valuable insights that are not available elsewhere.
- The anonymous survey provides honest qualitative feedback
- Unlock trends to watch in performance measurement
- You receive a personalised, presentation by Brad Aigner, MD of Freshly Ground Insights
- Interpretation of results is provided to you for internal use.
- Sharing of the MOST Awards learnings, which reveal important components of service excellence, knowledge and innovation

The MOST Awards Full Monty includes:

- 3 year trends cross-tabbed by region
- Your company vs. direct competitors
- A comparison against overall winners
- Qualitative, spontaneous comments by participants
- Insights into staff performance

R45,500 ex VAT

The MOST Awards Life includes:

- 2 year trends cross-tabbed by region
- Sector comparison (your company vs. direct competitors)
- Qualitative, spontaneous comments by participants

R29,000 ex VAT

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SHEAR**Insight**

The MOST research: Independent insights into top performing teams.

Why the MOST research is an invaluable investment to guide business strategy and improve performance.

“Eleven years of MOST research. Over a decade of data and insights into the roles and relationships between media owners and media agencies, which goes so much further than the awards ceremony at which we honour the companies and people who make the sector great.” - Brad Aigner, MD Freshly Ground Insights, Most Awards research partner for 11 years.

The media sales agency environment is fiercely competitive by nature and we use the research to improve performance.

Words from the wise

“At Ads24 we strive for excellence and to constantly improve ourselves. The MOST research offers a valuable independent view of how we measure up to the other sales teams and against industry expectations.” - Ane Honnibal, General Manager, Ads24

“The Most Awards pits us against our competitors – but in a good way. It drives excellence in many areas. Mediamark benchmarks a lot of our key performance indicators on the criteria from the Most Awards and believe it to be a great measure against which we can measure our own performance and drive excellence.” - Charlie Wannell, Head of Marketing Mediamark.

“The MOST Awards is a very good barometer of where we stand with our key partners –the media owners. It is a relationship that is so critically important to us that it is worth us buying the research every single year, and making sure we grow and develop together with them. This was also the reason The MediaShop became the first ever sponsor of The MOST Media Owner Legend Award.”

- Chris Botha, Group MD Park Advertising.