

# NB REPORT MEDIA

## SOUTH AFRICA 2025

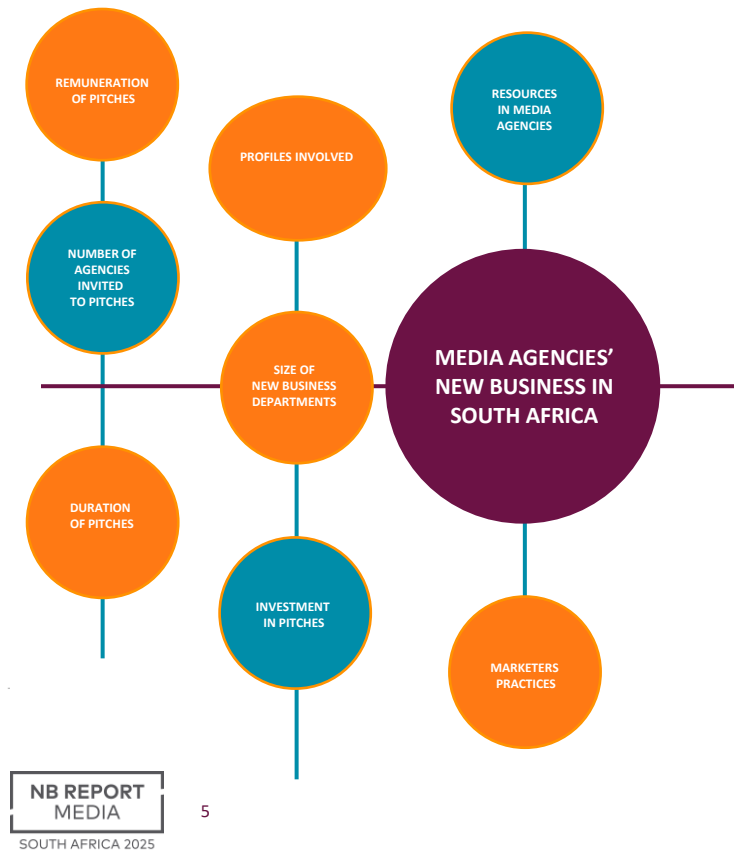
February, 2025

## ANALYSIS OF MEDIA AGENCIES NEW BUSINESS ACTIVITY IN SOUTH AFRICA

1. BACKGROUND AND OBJECTIVES
2. RESULTS IN RELATION TO PARTICIPATING MEDIA AGENCIES



## Media Agencies New Business Analysis in South Africa



In 2023, SCOPEN decided to launch a new research to respond to the increasingly loud complaint from agencies in different countries about their costs in New Business. So, we have carried out a brief study among Agencies in Brazil, Chile. and Spain to analyze New Business activities.

SCOPEN has decided to conduct a similar study in South Africa. It is also about analyzing the practices of advertisers from the perspective of creative and Media Agencies.

2 Holding Media Groups, 16 Media Agencies and 25 creative agencies responded to a short, auto-completed online questionnaire. It was completed in January-February 2025.

Our intention was to have a sample as representative of the sector as possible.

In this report we show the results obtained in each of the questions responded by Media Agencies.

16 Media Agencies and 2 Holding Groups have participated responding to the questionnaire



CARAT

group<sup>m</sup>



Initiative iPROSPECT



M&CSAATCHI CONNECT

MEDIAMIX 360



metamedia  
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PHD



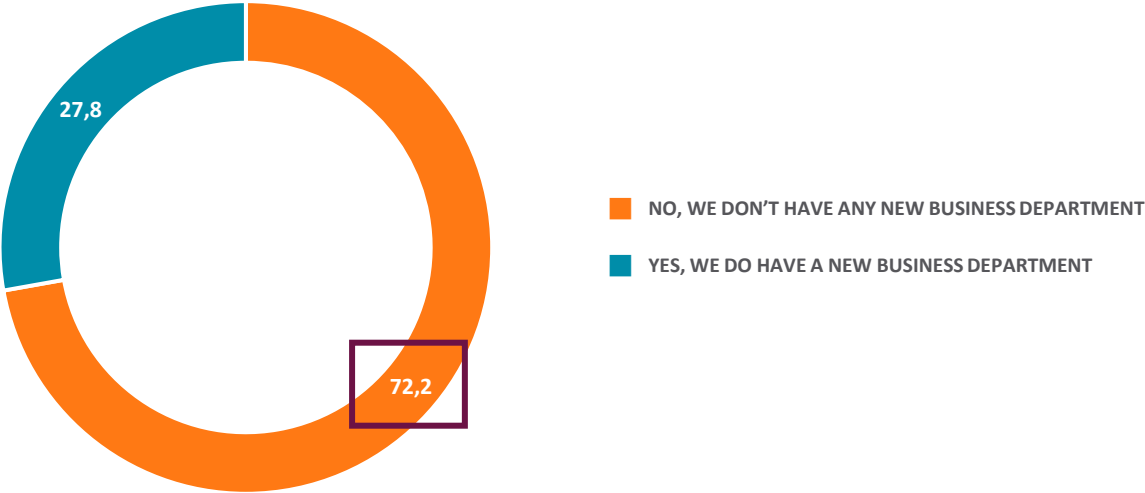
RED STAR

The  
MediaShop



Specific New Business Departments in Agencies

Q. DOES YOUR AGENCY HAVE A SPECIFIC NEW BUSINESS DEPARTMENT?

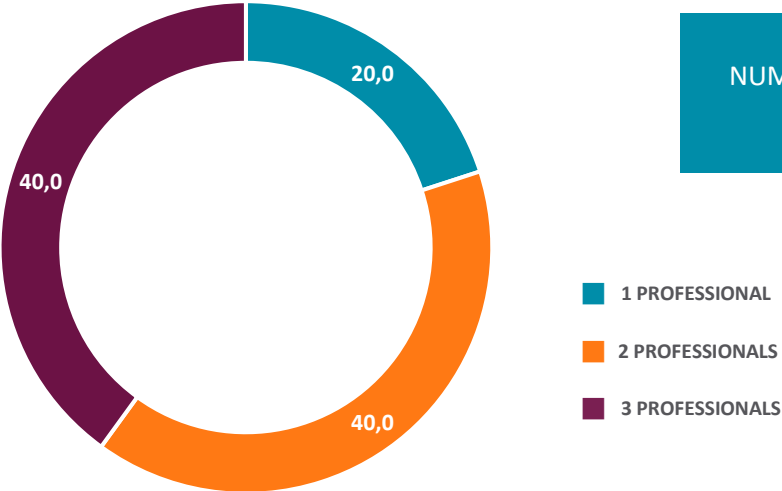


BASE: 18 PARTICIPATING MEDIA AGENCIES IN 2025. DATA IN PERCENTAGE (%)

*One in four  
Media Agencies  
in SA has a specific  
department dedicated to  
New Business.*

Number of Professionals Working in New Business (SPECIFIC DEPARTMENT)

Q. HOW MANY PROFESSIONALS WORK IN THIS NEW BUSINESS AREA?



2,2 IS THE AVERAGE  
NUMBER OF PROFESSIONALS WORKING IN  
MEDIA AGENCIES'  
NEW BUSINESS DEPARTMENTS

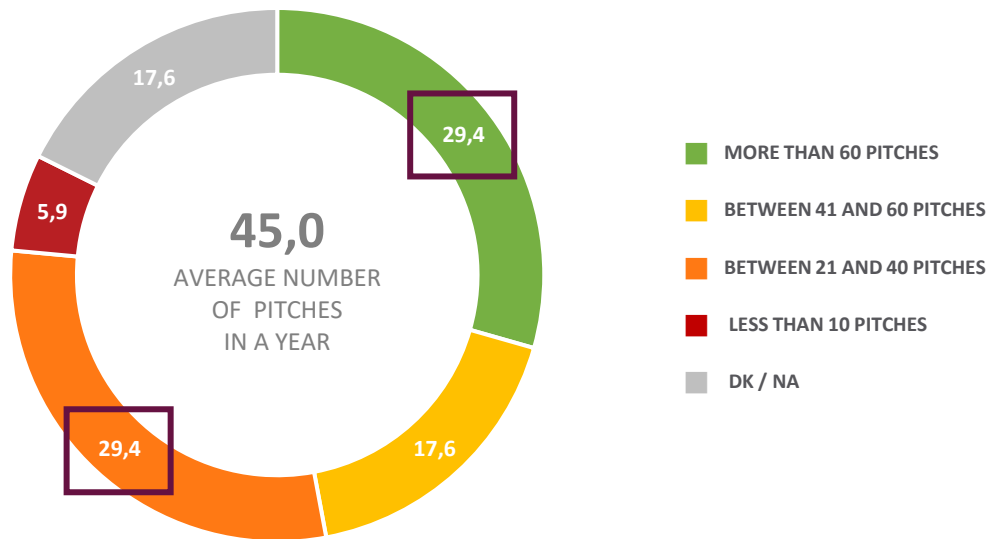
*On average,  
2 professionals  
work in the  
New Business departments  
of  
Media Agencies.*

*NB profiles  
as well as CGO and  
Account Managers are  
mainly involved.*

BASE: 5 MEDIA AGENCIES HAVE A SPECIFIC NEW BUSINESS DEPARTMENT IN 2025. DATA IN PERCENTAGE (%)

Number of Pitches in which Media Agencies have participated in the last year

Q. HOW MANY PITCHES DID YOUR COMPANY PARTICIPATE IN THE LAST YEAR?

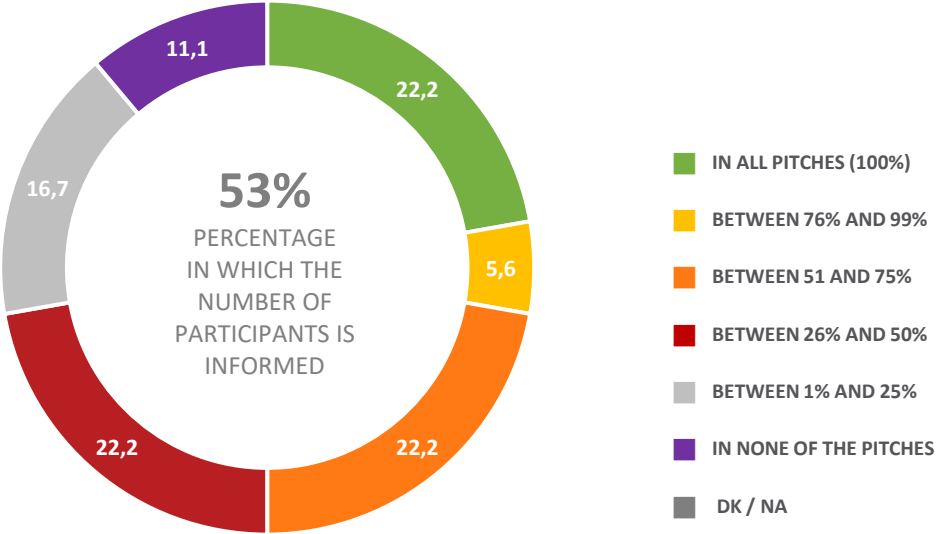


BASE: 18 PARTICIPATING MEDIA AGENCIES IN 2025. DATA IN PERCENTAGE (%)

On average,  
in the last year, a Media  
Agency in SA participated  
in  
**45 Pitches.**  
29% of Media Agencies  
participated in more than  
**60 Pitches.**  
One agency claims to have  
participated in  
**80 Pitches.**

Information on the Number of Media Agencies Participating in the Pitch

Q. IN WHAT PERCENTAGE OF PITCHES DID THE MARKETER/CLIENT EXPLICITLY INDICATE THE NUMBER OF AGENCIES PARTICIPATING IN THE PITCH?



BASE: 18 PARTICIPATING MEDIA AGENCIES IN 2025. DATA IN PERCENTAGE (%)

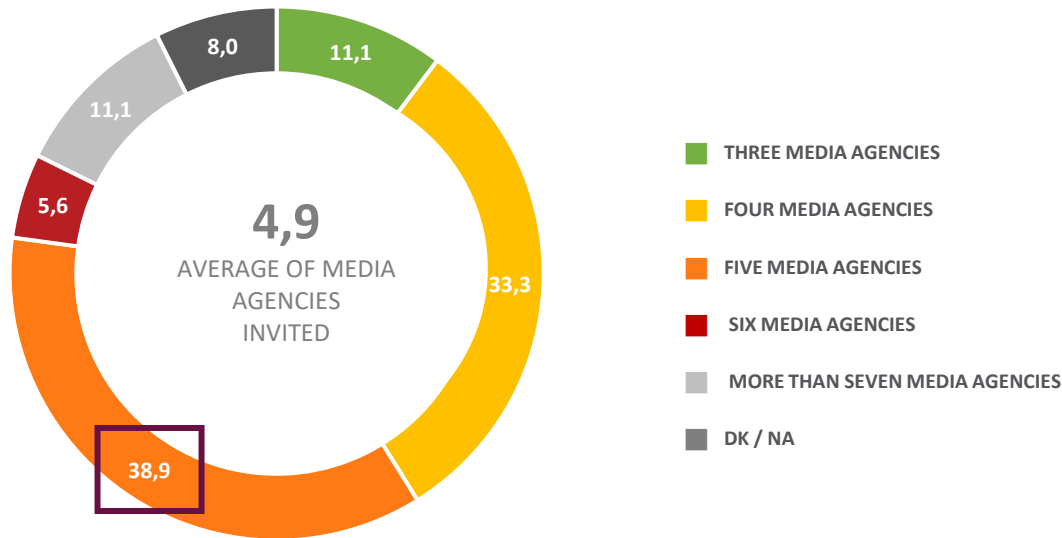
*In more than  
half of the Pitches  
the number of participants  
is reported.*

*Number of participants is  
not informed in only  
11% of Pitches.*



Media Agencies invited to Pitches

Q. ON AVERAGE, HOW MANY AGENCIES WERE INVITED TO PITCHES IN WHICH YOUR AGENCY PARTICIPATED IN THE LAST YEAR?



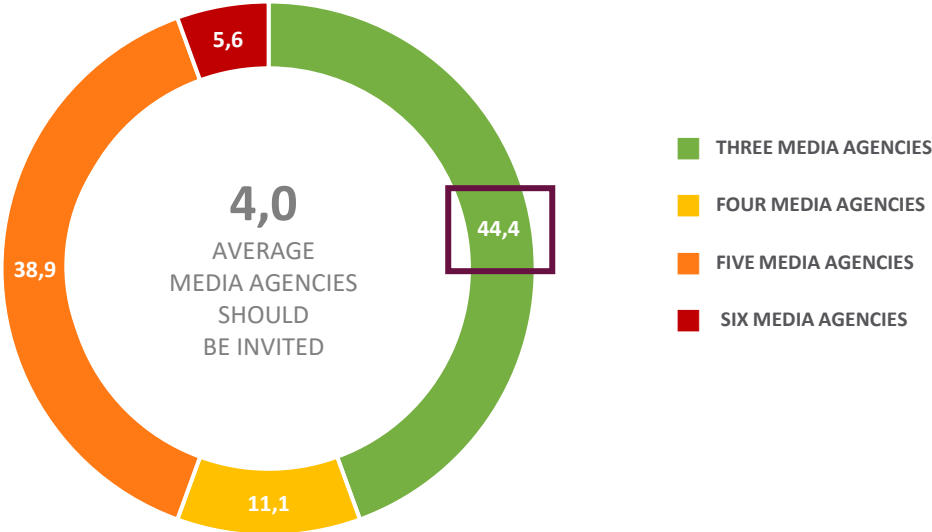
BASE: 18 PARTICIPATING MEDIA AGENCIES IN 2025. DATA IN PERCENTAGE (%)

The **average number** of Media Agencies invited to Pitch is **4,9** (5,1 for creative agencies).

Highest number was **10 Media Agencies** invited to a Pitch.

Maximum Number of Agencies that Should be Invited to Pitches

Q. WHAT DO YOU THINK SHOULD BE THE MAXIMUM NUMBER OF AGENCIES INVITED TO A PITCH?



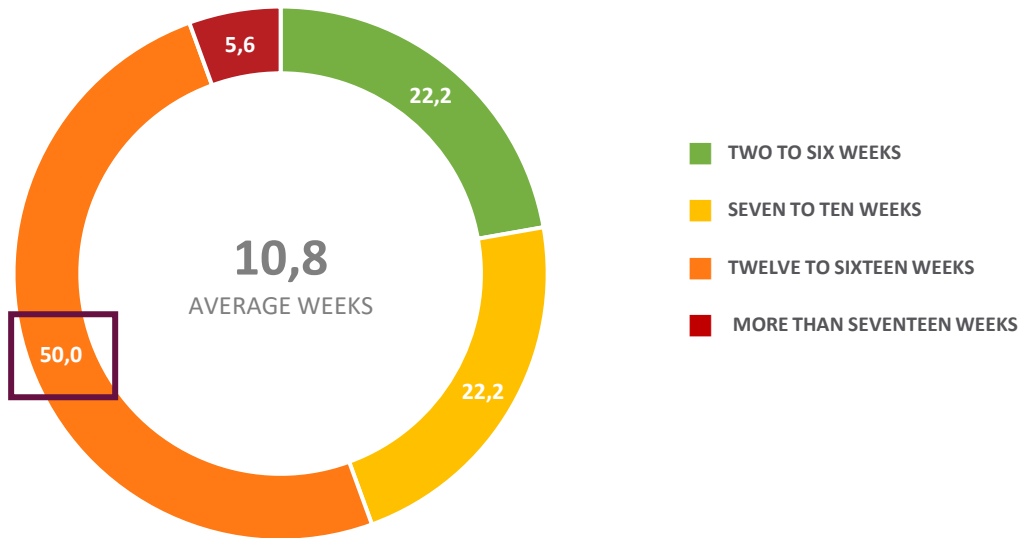
BASE: 18 PARTICIPATING MEDIA AGENCIES IN 2025. DATA IN PERCENTAGE (%)

Interviewees consider that the **maximum number of Media Agencies** in a pitch should not exceed **4,0 agencies** (3,6 for creative agencies).

45% of interviewees believe that the ideal number is **3 Media Agencies** per Pitch.

Duration of Pitch Processes (from beginning to end)

Q. HOW LONG DID THE PITCH PROCESS LAST (ON AVERAGE) FROM THE START UNTIL AGENCIES WERE INFORMED OF THE CLIENT’S DECISION AND THE WINNING AGENCY?



BASE: 18 PARTICIPATING MEDIA AGENCIES IN 2025. DATA IN PERCENTAGE (%)

*Media Agencies  
Pitch processes in SA last  
**2,7 months**  
on average  
(same as for Creative).*

*The longest process lasted  
**5 months.**  
22% of pitches are  
resolved within  
a month.*

Remuneration of Pitch Processes

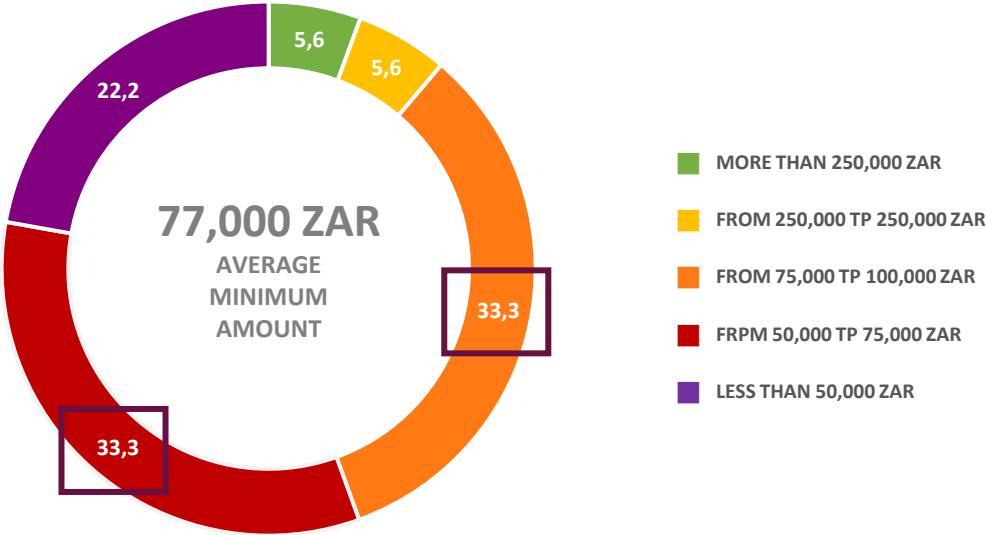
Q. WHAT PERCENTAGE OF PITCHES WERE PAID AND HOW MANY WERE FREE (FOR PARTICIPATING AGENCIES)?

*12% OF MEDIA PITCHES WERE REMUNERATED IN THE LAST YEAR  
(24% FOR CREATIVE AGENCIES)*

BASE: 18 PARTICIPATING MEDIA AGENCIES IN 2025. DATA IN PERCENTAGE (%)

Minimum amount with which each Participating Media Agency should be remunerated

Q. WHAT DO YOU THINK WOULD BE THE MINIMUM AMOUNT ADVERTISERS SHOULD PAY EACH AGENCY PARTICIPATING IN A PITCH?



BASE: 18 PARTICIPATING MEDIA AGENCIES IN 2025. DATA IN PERCENTAGE (%)

*Media Agencies consider that for participating in a Pitch each agency should be paid an average **77,000 ZAR.***

*The average for Creative Agencies is 108,000 ZAR.*

# Thank You!

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