

# Meet the judges of IAS Agency Credentials Award

The three judges for the first IAS Agency Credentials Award have been announced. They are Cesar Vacchiano, Lisa Colantuono and Johanna McDowell.



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The judges will review the agency's written credentials document as well as 'Talking Heads' agency show reel - within the various agency discipline types eg creative, digital, PR, media and design in South Africa.

Vacchiano is the president and CEO of Scopen since 2009 and is responsible for the international expansion of the group. He has developed projects in many countries and it now has offices in Spain, Portugal, UK, Brazil, Argentina, Chile, Colombia, Mexico, China, India, Singapore and South Africa.

Scopen provides knowledge and identifies demands and future trends for marketers, agencies and media owners. The company's researches are focused in the communication, marketing and advertising changing environment. He is the only non-marketer member of the Directors Council in the Spanish Advertisers Association (AEA), Secretary of the Spanish Effectiveness Awards and member of the Jury in other Industry Awards and Festivals.

Commenting on the company's involvement in the Awards, he says, "We are excited and honoured to be part of this unique milestone in South Africa's marketing, communication and advertising industry. We hope to create an effective synergy with our stakeholders in helping the industry grow."

Colantuono is the co-president of AAR Partners, as well as the co-founder of Access Confidential. An authority in the industry, she has decades of experience as an agency search consultant whose unique perspective is highly valued. She counsels both marketers and communications agencies on their business and branding efforts.

In addition to her role as an agency search consultant, she has created a new business service centre for agencies by co-founding Access Confidential in 2005. She is also a publisher having recently published her book, *@AARLisa: New Biz in 140 characters (or Less)*, written for the on-the-go new business exec that needs cut-to-the-chase insights to nail new business wins repeatedly.

Speaking on the awards, she says, "I am grateful to be part of the judging process for this prestigious award. We are

looking for the best in the industry and we are positive that this category will not only change the game, but will continue to set the standard for continued excellence in the industry.”

McDowell is MD of the Independent Agency Search and Selection Company (IAS) which stands at the forefront of the complex world of agency selection in South Africa and is one of the few experts driving this mediation and advisory service in South Africa and globally.

She advises and works alongside clients and procurement professionals on agency selection, agency pitching, relationship appraisal, commercial evaluation and benchmarking projects. She has held directorship in both South Africa and British advertising agencies and in 1988 was appointed MD of Grey Phillips Advertising. She also built Integrated Communications, a public relations-driven marketing communications company that went from zero base in 1991 to an R8m fee turnover by December 2004.

McDowell comments, “We are excited that the IAS is part of the new category in the Assegai awards titled; IAS Credential awards. We are encouraging agencies to enter this award, as it will give them an opportunity to showcase their agency to a large number of leading marketers on the judging panel.”

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