

Warc and Scopen partner for Agency Scope UK

Launching in 2021, the biennial study will reveal what brands really think and will help agencies build for success...



Photo by [Campaign Creators](#) on [Unsplash](#)

Warc, the global authority on marketing effectiveness, and Scopen, a leading marketing communications research consultancy, are partnering for the UK's 4th edition of Agency Scope, an independent report on marketer-agency relationships, to reveal what brands really think and how agencies can strategise for growth.

Agency Scope 2021/2022 will provide creative and media agencies with first-hand information on the needs of their clients, helping them to improve and provide new services.

The study will reveal key insights into how brands see the UK agency landscape, trends in the communications and marketing sector, the ever-changing services they need, and their perception and image of their agencies in comparison to others.

The biennial research for the study is based on quantitative and qualitative interviews carried out between January to April 2021 with more than 400 leading senior advertisers - highest level decision-makers in marketing, communications,

advertising and procurement - from the largest and most important marketers in the UK. Participant companies include Asos, Aviva, BT, Diageo, easyJet, Ford, NHS England, P&G, Santander, Tesco and Unilever.

Paul Coxhil, MD at Warc, commented: "We are excited to partner with Scopen to bring together their rigorous research and our effectiveness expertise. Agency Scope UK will enable agencies to create their unique insight-led strategies to strengthen their position in the marketplace and build for future success."

Cesar Vacchiano, President and global CEO at Scopen, said: "Against a backdrop of huge change, this unique and comprehensive study will give UK agencies a competitive edge. It's a valuable benchmark that they can use to position themselves with the right offerings to service their current and future clients as they prepare their blueprint for success and become leaders in the industry."

"United by our common values of providing independent strategic insights built on rigorous methodology, we are delighted to partner with Warc for the UK edition of Agency Scope."

Included in Agency Scope 2021/22 are:

- **Market Trends:** an analysis of how marketers work internally, how they select an agency, how they work with their current agencies and which are their main challenges for the future.
- **Perception of Agencies:** an analysis of current agency perceptions among competitors as well as their perception among agency professionals.
- **Agency Performance:** an analysis of the agencies' evaluation that exists among clients and the current satisfaction of the agency team.
- **Strategic Conclusions:** for each client, a unique and confidential summary for strategic management decision-making based on market trends, agency perception, and performance among current clients.

Agency Scope UK 2021/22 will be released in spring 2021. Similar reports are also available for 11 other markets in four continents, including Brazil, China, India, Mexico and South Africa. For more information, visit [Scopen.com](https://www.scopen.com).

For more, visit: <https://www.bizcommunity.com>