

THE DUTY™



Recommended Agency Register



RAR

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The Recommended Agencies Register (RAR) is a client facing organisation. It invites marketing departments to rate their marketing services providers. Those that achieve a certain score become part of the Recommended Register.

At the last count 20,000 clients had taken part in this process. That is 20,000 client organisations actively engaged and feeding into our ecosystem.

The quality of this data allows RAR to full a key service by helping clients like Costa Coffee appoint the right suppliers.

However, it also transfers a huge amount of information back to The Drum.

For example, we publish a range of surveys - the Digital, Design and Advertising reports for example. Before we consider agencies for inclusion in these reports they must first be RAR registered - how could we ever recommend to our readers an agency which has not won the recommendation of its own clients?

