

New award for most successful client-agency interventions

The [Independent Agency Search and Selection Company \(IAS\)](#) introduced the new Baobab award trophy, during this year's Tony Koenderman [AdReview awards](#), for the agency that had shown the most successful client-agency interventions and the effective management of this relationship.



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"This year's Baobab award winner and recipient of the first trophy, The Old Shanghai Firecracker Factory and Tempest Car Hire, demonstrated strategic and creative ability. We wish them all the best and may they continue setting industry standards," said Johanna McDowell, MD of IAS.

Each year a new trophy will be created that will be an adaptation of a baobab tree in some way and that trophy will be retained by the agency that wins the award. This year it was a wire and bead creation, encapsulating a towering figure of a fruit bearing baobab tree, set on a wooden mould.

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