

# Gorilla chosen as one of R3's World Social 40

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R3, the global consultancy specialising in agency management services, recently published Social 40, showcasing the most creative, innovative and progressive social media agencies from across the planet.

[Gorilla Creative Media](#) is one of only two agencies listed in Africa. R3's methodology narrowed their final list down to 100 companies by using a mix of qualitative and quantitative criteria. [R3](#), who have worked with Visa, Samsung, Coca-Cola, McDonalds and BMW, among other clients, selected the [Social 40](#) using the following criteria:

Proven on top clients - we wanted agencies that worked with some of the world's best marketers, supporting them as they grew.

Proven on their own - while we do have a fair number of social agencies owned by holding companies, in the end, we heavily weighed those independent agencies that had totally found their own way - without the shared clients of other sister agencies.

Proven on strategy and creative - we avoided social execution agencies to instead look at those who are truly leading in thinking and ideas. Big ideas matter in social - and these agencies are delivering.

Proven around the world - although the 40 largest social agencies might all be in the US, Europe and China, we wanted a broader geographic spread, to identify local heroes in new markets where brands may be looking and moving."

"To be included in the Social 40 is fantastic, and we're looking forward to browsing through the other agencies included and gaining inspiration from what's happening around the world," said Michelle McEwan, Gorilla's Managing Director.

The Social 40 is the first in an ongoing series celebrating talent and creativity around the globe and will shortly be available in print. Previous publications from R3 include China CMO, covering interviews with 16 business heads conducted by R3 founders [Greg Paull](#) and [Shufen Goh](#).

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