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**Kuhillow: applauds MediaVest move**

## **Manchester stands tall among the agency crowd**

**Mark Kuhillow**  
**Managing director**  
**R.O.EYE**

Having read your article (*Ambitious MediaVest has dropped Manchester tag*, 1 April, page 10), I couldn't agree more with the initiative.

Manchester has often been seen as a regional outpost within the media community, somewhere where "smaller agencies" are based.

In reality, this couldn't be further from the truth. Agencies based outside of the M25 have grown to become significant players, such as Brilliant Media, MediaVest, Media-Com and Feather Brooksbank.

Within the digital sector, Manchester has long been seen as a sector of excellence, in many ways pioneering the sector.

Speaking on behalf of the agencies based in Manchester (and outside of London), we are not seen by our clients, suppliers and peers as regional agencies, but as national agencies who happen to be based in the regions.

This works well for clients, as they feel that by moving their accounts out of London, they get a greater level of senior input and better value for money from agencies who are either on a par with or better than their London counterparts.