

Welcome students.

We'll be covering in this module.

The meaning of an advertising  
agency is functions.

And the fact is influencing the choice  
of an advertising agency. Outline.

Meaning of an advertising agency.

Functions of an advertising agency.

Factors influencing the choice  
of an advertising agency.

This module will educate you on the  
meaning of the advertising agency.

The functions of an advertising agency.

And the fact is that will influence  
the choice of an advertising agency.

Advertising agency meaning an  
advertising agency is an independent  
business organization which  
undertakes the work of planning,  
preparing and executing advertising  
campaigns for its clients.

Advertising agencies charge a regulation  
for the services that they render,  
which come from the Commission  
given by media.

The fee is charged from the  
clients and also a percentage  
service charge on the purchase of  
advertising material for its clients.

An advertising agency is an  
independent business organization not  
owned by any advertiser or medium.

It works for advertisers or  
clans seeking to find customers  
for their goods and services.

And advertising agency comprises  
of creative people like writers,  
artists, market analysts, researchers,  
media experts who combine their  
talent together in order to create an  
effective advertisement for the client.

An advertising agency provides its clients.

With various services like planning,  
preparing and implementing based  
activities of an advertising campaign,  
Media Research, consumer research,  
follow-up of the advertisement, measuring,  
advertising effectiveness, etc.

We move on to the functions  
of an advertising agency.

First, one account management and  
account represents a client whose  
products and services are advertised  
and to whom services are rendered.

While managing the account of a client,  
the advertising agency functions with an  
account manager or an account executive.

The account manager is responsible  
for handling all major decisions  
related to a particular client.

He presents the agency's POV to  
the client and also represents the  
client to the other members for

departments of the advertising agency

that is working on that account.

Besides that,

he also performs the sales promotion

task and therefore responsible to

maintain the old accounts as well as

to develop and solicit new accounts.

Besides that, he's also responsible

to obtain the clients acceptance

and approval of the advertising

campaign prepared by the other

departments of the advertising agency.

For larger clients and advertising agency

may assign an account manager to work full

time with only one client or may assign.

An account manager to work

on one product line,

whereas in the case of smaller clients

and account manager may manage several

different non competing brands.

Second function is the creative function.

The creative function or the creative department is responsible for creating and producing advertisements.

An advertisement copy is written.

The layout is prepared.

Illustrations are drawn,

photography is finalized and

a correct mechanical form for

running their vertice Minton in

the selected media is produced.

And agencies creative team would consist

of specialists in graphic design,

film and audio production, copywriting,

computer programming, etc.

The Creative department works

on the problem until it comes

up with a suitable solution.

3rd function is research.

Research is a key function

in an advertising campaign.

The decision on media selection

campaign design creativity are

taken on the basis of findings

of the research conducted.

Research makes every decision

systematic and logical and is

therefore based on facts and figures.

The agency's research department is

responsible for gathering the required

information related to the clients problem,

which is required and necessary to

assess the client's market situation,

including understanding

customers and competitors,

and also to test creative ideas.

Research may also be conducted as a

follow-up mechanism to an advertising

campaign in order to measure whether

the campaign achieved its objectives.

4th function media.

Planning or media planners?

Once they were created,

it must be communicated to the target audience through an appropriate advertising medium.

Each advertising medium has its own requirements, its own procedures for accepting advertisements, its cost structures, as well as time schedules.

Understanding the different mediums is the role of the media planner, whose job basically is to match advertising mediums features with the clients needs and requirements.

He also negotiates the best deal that would fit the budget of the client.

And advertising agency he will also decide the frequency, the size and position of the advertisement and also its publication date.

Moving on to the factors influencing

the choice of advertising agency,

the first would be services

offered by the advertising agency.

There are advertising agencies

providing different types of services.

Some provide all the services needed,

some specialize in selected few services,

and there are some that will provide

services related to mediums or media.

So it would depend on the

requirements of the advertiser,

whether he needs a full service agency,

a creative boutique, etc.

Second experience of the agency.

An experience agency would perform

better than a new agency because

it would be familiar with the

different components of the marketing

environment like competitors,

policies, task of the consumer.

Income the consumer fashion trends, etc.

3rd would be location of  
the advertising agency.

A major factor to be considered  
while selecting an advertising  
agency would be its location,  
a local or a nearby advertising agency  
would be preferred as it facilitates  
accessibility and communication.

A considerable amount of communication is  
required at different levels of planning,  
creation and execution,  
so a local advertising agency.

Would be preferred as  
it is easily accessible.

4th size of the agency.

There are large and small  
sites advertising agencies.

Such advertising agencies  
serve large clients,  
provide wide variety of services,  
and also charge higher,

but may lack on personal attention.

5th competitors agency agencies

working for competitors must be

avoided for fear of stepping on the

fiduciary position of the advertising

agency towards their clients.

6th image of the advertising agency.

While selecting an advertising agency,

the advertisers should inquire

about the image integrity,

ethical standards and the

relations of the agency with his

clients over a period of time.

7th rates charged by the agency.

Financially, strong advertising agency would

have better turn over better contacts with

media owners and would be better able to.

Provide better infrastructure

as well as quality staff.

However, it is imperative that the rates

charged by the advertising agency be aligned

with the financial capacity of the client.

8 past records of the agency.

It is necessary to be aware of

the past plans of the agency,

the longevity of service

provided by the agency,

the reputation with the clients, etc.

Before selecting an advertising agency.

9 compatibility.

Compatibility refers to the personal equation

of the advertising agency with his client.

The focus here is on developing a strong

client agency relationship so that successful

advertising campaigns are produced.

Then marketing and advertising research.

There are research companies

specializing in marketing,

research, advertising,

research, or both.

Some advertising agencies have a

full fledged research department

to undertake specific studies.

Some agencies may not have a research

department but may have a research

team which may undertake limited

research as requested by the agency's

teams working on different accounts.

These are the references.

Thank you.