

Welcome to this module,

which is from Unit 3 advertising agency.

The name of the model is types of

advertising agency and meaning and

principles of client agency relationship.

This is the outline of the module we

will be covering 2 topics, that is,

types of advertising agency and we'll

cover the meaning and principles

of client agency relationship.

These are the learning outcomes.

Let us now start with the module.

Types of advertising agencies.

On the basis of.

Service offered advertising agencies

can be of the following types.

There are two types,

full service agencies and specialized

service agency or limited service agency.

Full service agencies.

That is,

these are the large or medium sized

agencies capable of conducting

a complete advertising campaign.

They have subsidiary companies or

an association with other companies

dealing with marketing, research,

public relations, media buying,

film production, advertising,

sales, promotion etc.

These agencies are able to handle all the

tasks involved in an advertising campaign.

Example designing of the

campaign building media space.

Conducting marketing research,

undertaking sales promotion,

building public relations, etc.

This means a full service agency performs

all the functions of the advertising agency,

that is, account planning,

creative function,

media planning and research.

These agencies handle the advertising campaigns for the top most advertisers.

The second type of advertising agency.

Other specialized agencies.

These agencies do not provide the entire range of advertising services.

They provide specialized services in a particular area like media buying, copywriting, etc.

Firms which do not want to avail off complete range of advertising services may opt for those specialized services.

Agencies which meet the specific requirements.

Creative boutiques.

A creative boutique is a kind of specialized agency that provides only creative services.

It is usually small in size with a few members who concentrate only

on the service that is executive

execution of their clients,

marketing communications.

A creative boutique will have

writers and artists as its staff.

They perform creative functions

on a fee basis.

The client may seek outside

creative team for two reasons.

Because he wants an extra creative effort,

or maybe because its own employees of

the in-house agency or the agency that

he has appointed do not have special

sufficient skills in this regard.

Media buying agencies.

A media buying agency is a specialized

agency which buys media time

and space in a bulk from various

media and sells them to different

advertisers according to their needs.

Some media buying agencies do

not help advertisers in planning  
their media strategies.

Media buying agencies are paid a  
fee or Commission for their work.

Now we'll go to the next topic  
that is agency client relationship.

The client agency relationship  
starts when a client appoints and  
advertising agency for making his ad.

It continues till the ad agencies  
provide satisfactory services to him.

Such a relation should always be a cordial 1.

There should be a mutual trust,  
confidence and understanding  
between the two parties.

It is so since the primary objective  
of both sides is same, that is,  
to make a successful advertising campaign.

Lack of mutual trust will be  
harmful to both the parties.

It is necessary to maintain good

relations between the client

and the ad agency as follows.

Meaningful 2 way communication is

required to maintain a friendly

client agency relationship.

Both the parties should take special

efforts to maintain a cordial relationship.

The approach of give and take is required

to keep relations over a long period.

Now we'll do the principles of

agency client relationship. First.

We have the agency principles.

The advertising agency should do

a smart and hard work to bring

success to the client's ad campaign.

It should make a good advertising

plan and must implement it

efficiently and effectively.

However, first it must get

the approval from the client.

It is the duty of the account

executive of the agency to keep  
his customer happy and satisfied.

It should not charge client  
unreasonably high rates.

It should get all the information  
from the market that will  
help to create better ads.

Discussed the ad fees with the  
client in advance to avoid disputes.

Disclose to the client names  
of the team members that is,  
the employees that are working  
on his ad campaign.

Inform the client about changes,  
if any, happening within the  
agency and never hurt the clients.

Ego agency should always provide  
timely services to him and  
try its best to satisfy him.

Then we have declined principles.

1st is to treat the air agency with courtesy

at all times and never hurt its ego.

Next is to provide all possible information

from the product to be advertised.

And then about the organization.

A well informed ad agency

will make better ads.

Don't unnecessarily bargain for the

fees charged by the ad agency as this

may affect the quality of the work.

Motivate the agency to do

a good impactful work.

It charges such as media bills,

fees, and other costs.

Must be paid well in time.

The client should not wait for the air

agency to remind him about the payment dues.

Don't change the ad agency

without a proper reason.

If not satisfied,

always first communicate your

expectation and then wait for



necessary changes to reflect.

The client should approve the

proposals submitted by the ad agency.

He must avoid making petty arguments

and only highlight those crucial

relevant matters that needs attention.

Give sufficient time to the agency to

work on and develop an air campaign.

The client should not pressurize

it to work quickly.

He should avoid giving deadlines.

Also,

reduce disputes to the minimum and

finalize in advance the charges

for a particular ad campaign.

This is the end of the module.

These were the references that were used.