

***An Advertising Agency is 85%
confusion and 15 % Commission.***

- Fred Allen

*This presentation is for education
purpose only.

ad agency



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PITCH,

PLEASE



trust service best
best guarantee support quality first
satisfaction service promise buyer customer
assurance security commitment business service
quality support warranty business satisfaction choice trust best
best first buyer trust buyer warranty guarantee
choice service promise market satisfaction business
guarantee assurance customer promise
satisfaction assurance trust market choice quality
choice first quality customer support guarantee satisfaction
security best satisfaction best business first
promise choice business customer warranty support
support assurance quality
market guarantee promise
commitment best



\$

%



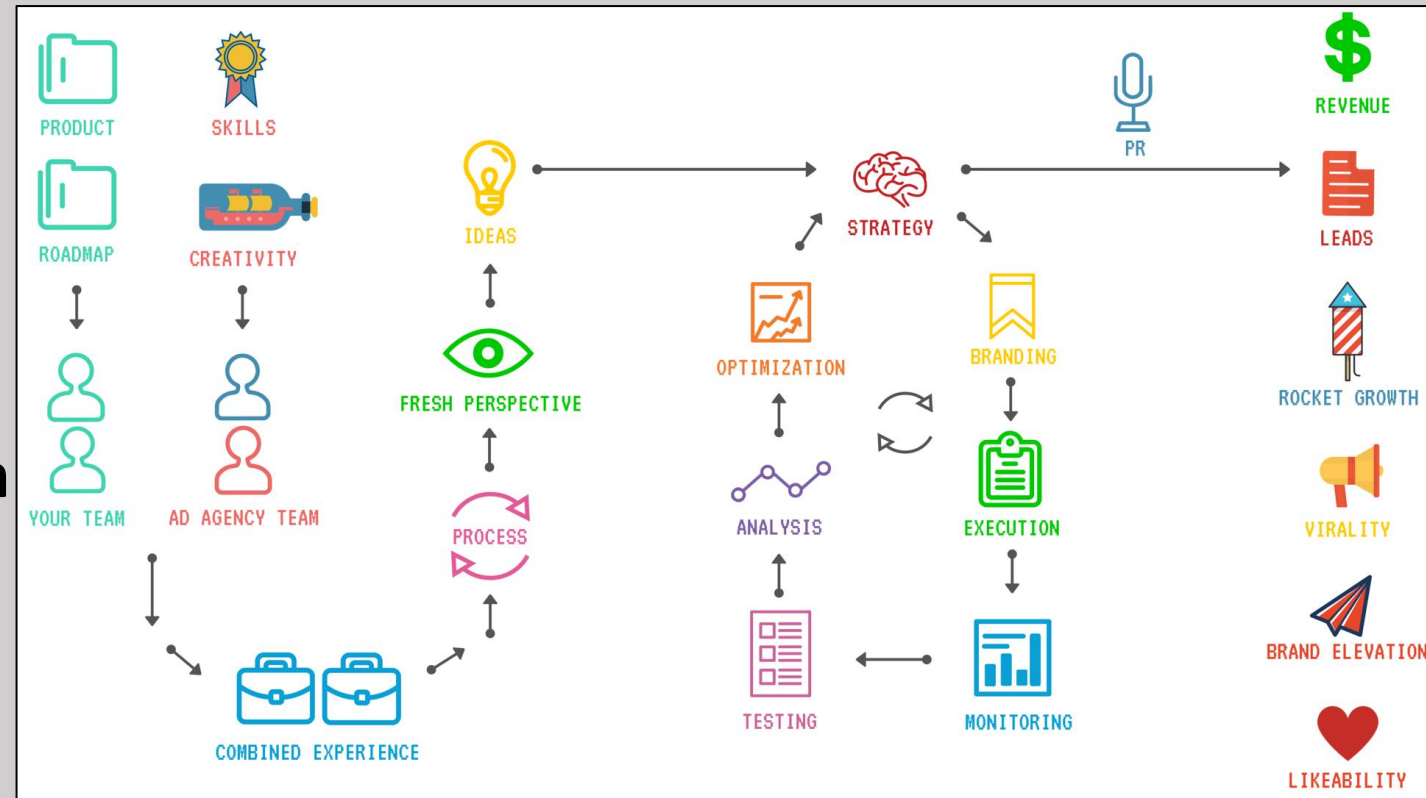


AGENCY

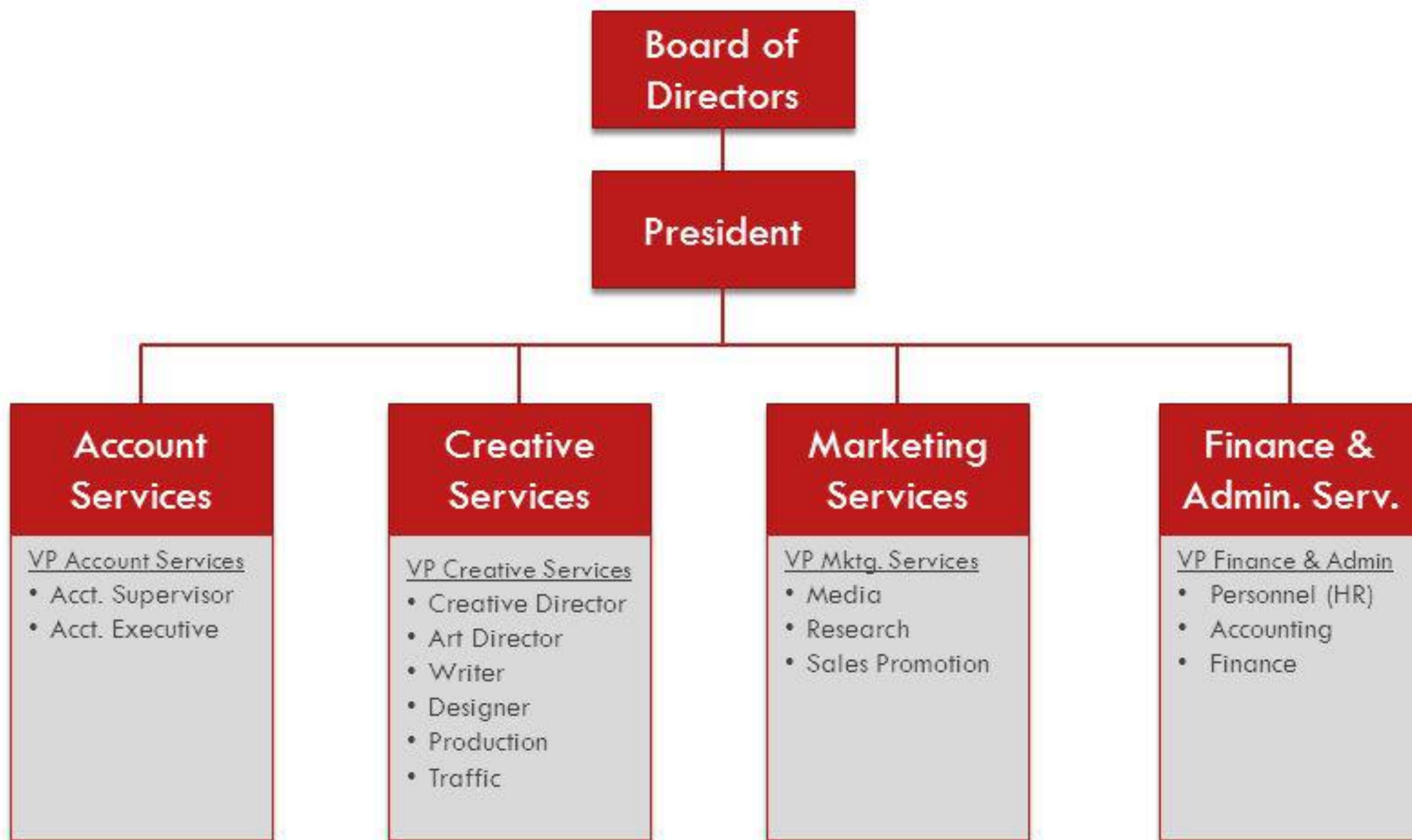
CLIENT

Features of an Ad Agency

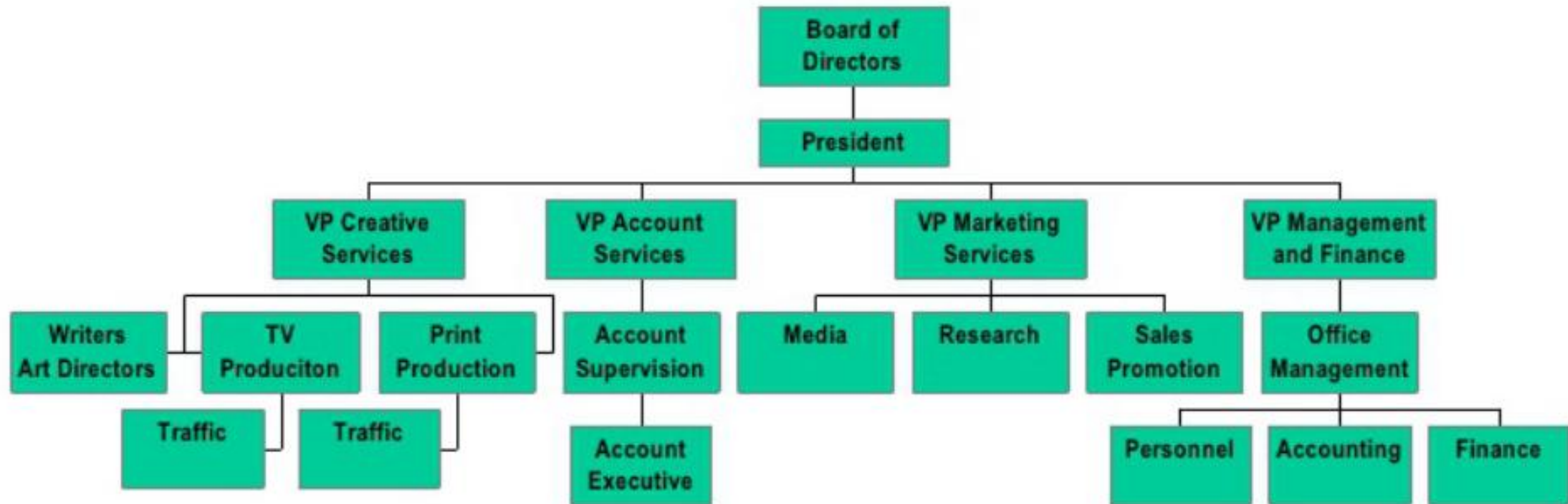
1. **Specialized** (services like marketing campaigns, social strategies, website development, PPC, content creation, SEO, SEM, etc.)
2. **Expert Staff** (Passionate and enthu)
3. **Links Advertisers and Media**
4. **Cost Effective**
5. **Serve Client needs**
6. **Research Function**
7. **Ad Planning and Budgeting**
8. **Appropriate Media Selection**
9. **Creative Function**
10. **Content Management**
11. **Feedback Survey**



TRADITIONAL ADVERTISING AGENCY STRUCTURE



Typical Full-Service Agency Organization



EMERGING AGENCY STRUCTURE???

Board of Directors

President

Account Services

Brand Strategy

Account Supervisor

Account Executives

Marketing Services

Brand Management

Customer Engagement

Customer Experience

Content Strategy

Sales Promotion

Media

Research

Creative Services

Creative Team
Creative Dir.
Writer(s)
Designer(s)

Online/Digital Services

Digital Media

Interactive Development

Social Media

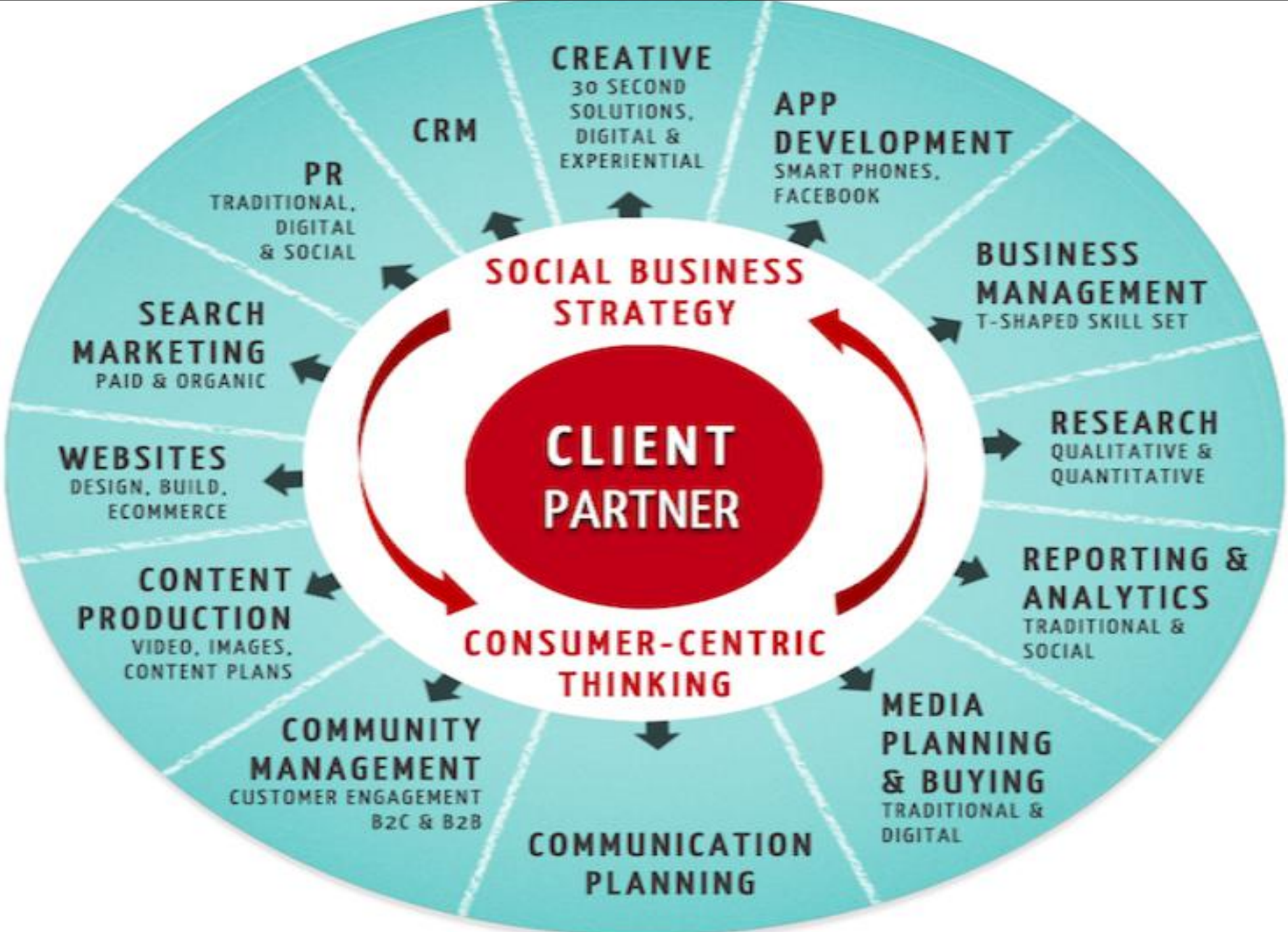
Analytics/Big Data

Finance/HR

Production

Traffic





Services offered by an Ad Agency

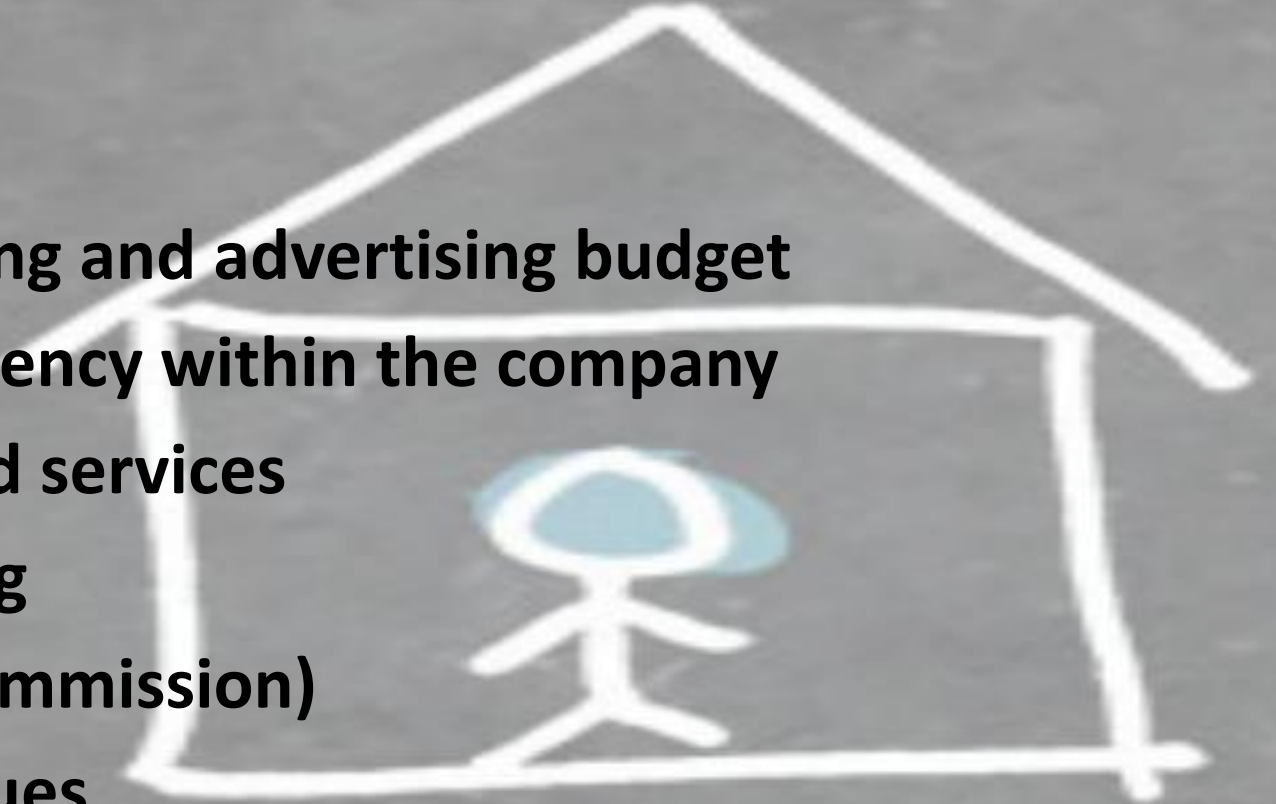
- Advertising Campaign Development and Management
- Branding Campaign Design, Development and Management
- Web Site Design and Content Management
- Mobile Site Design and Development
- Search Engine Optimization Services
- Social Media Management Services
- E-mail Marketing Services
- Video and Animation Design and Production
- Marketing Collateral Design and Production
- Trade Show Display Design, Production and Logistics
- Research Function

SERVICES

AD AGENCY TYPES

In House Agencies

- Companies with huge marketing and advertising budget
- Setting up of an advertising agency within the company
- Self dependency and unlimited services
- Better work and understanding
- Cost saving and control (No commission)
- Might encounter creativity issues



Full Service Agencies

- Varied advertising and marketing services
- Involves freelancers in their work
- Provides strategic planning, production, media purchasing, creativity, branding, web marketing, innovations, interactive marketing services as well as result tracking
- Can be modular or in-house agency
- Eg. Jellyfish Digital Marketing Agency (USA), Group M (USA), JWT (USA), WPP (UK), DDB Mudra Group (India)



Creative Boutiques

- Similar to special service agencies
- Undertake only creative functions like illustration, layout, copy, photographs, media, etc.
- Can be tied up with freelancers



Modular Agencies

- **Comprises of independent units**
- **They carry out only a part of advertising work and not everything.**
- **Eg. Illustration or copy writing**



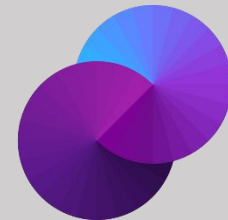
Mega Ad Agency

- Huge Companies with tremendous chain
- Have worldwide subsidiaries with regional offices all across the globe
- Provides maximum services

WPP

KANTAR

MINDSHARE



Agilwry

Global Ad Agencies

- Agencies operating at global level
- Caters MNCs
- Take up global brands
- Create worldwide exposure as per demand and supply

WPP

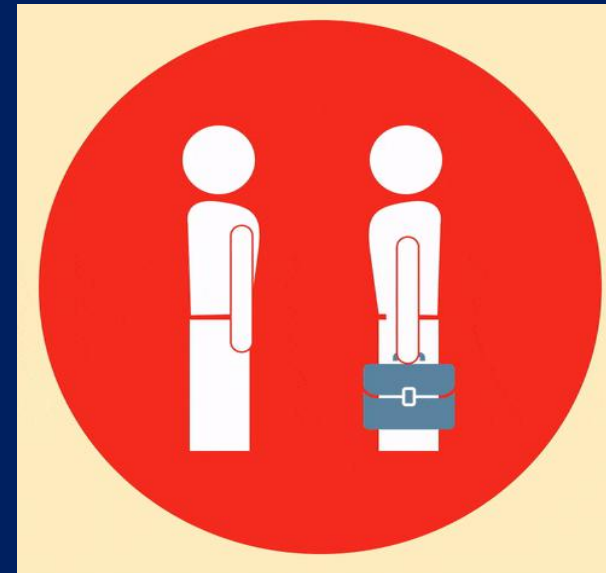
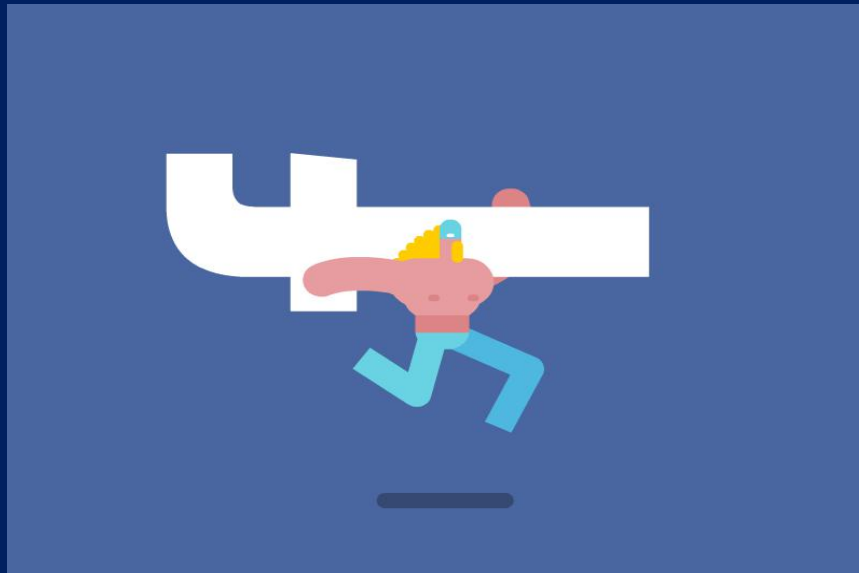


dentsu

Omnicom

Others

- Digital Agency
- Social media Agencies
- PR Agencies



Ad Agency Selection Criteria

Capabilities

- Size
- Experience
- Location
- Self Promotion

Chemistry

- Client Bonding
- Out put of QnA sessions
- Existing Clients

Creativity

- Special Skills
- Innovation
- Strategy

Commercial Arrangements

- Remuneration
- Resource Utilization
- Payment Process
- Support Services

Work Culture at Ad Agencies

- Mass knowledge
- Continuous projects
- Amazing interior leading to classic ambience
- Piped with fun recreation like pool tables, video games, gym, kitchen, partys, etc.
- 360 Degree Communication
- No formal chain of communication
- Freedom in dress code
- Frustration due to rework and non acceptance
- Learning and advancement tasks
- Cool chemistry amongst the workforce

Ad Agency Selection Criteria

1. **Need of the advertiser**
2. **Size of the Agency**
3. **Market/Product Experience**
4. **Location of the agency**
5. **Self promotion**
6. **Special Skills**
7. **Existing Clients**
8. **Payment process**
9. **Support Services and additional facilities**



Absence of



can lead to Client Turnover

CREATIVE PITCH

- Form of presentation
- By Agency to Advertiser
- To grab deals
- Can be of four types:
 - **Agency credential pitch**
 - **Strategy pitch**
 - **Creative pitch**
 - **IMC pitch**



AGENCY COMPENSATION

1. **Commission**
2. **Fee payment**
3. **Agency charges**
4. **Cost plus system**
5. **Performance based compensation**



CAREERS IN ADVERTISING

- **Copywriter, Artist, Visualizer, Composer (etc. based on skills)**
- **Account Management and Client Services**
- **Public Relations and Relationship Management**
- **Creative Department**
- **Media Planning and Operations**
- **Production Department**
- **Media Research**
- **Market Research**



SKILLS REQUIRED FOR CAREER IN ADVERTISING

- **Communication and Interpersonal skills**
 - **Soft Skills** (<https://www.wikijob.co.uk/content/interview-advice/competencies/soft-skills>)
 - **Convincing skills**
 - **Web skills**
 - **Creative and Artistic skills**
 - **Social skills**
 - **Analytical skills**
 - **Adapting skills**
 - **Basic to high level technical skills**
- 
- A cartoon illustration of a man in a grey suit and yellow tie, sitting cross-legged. He has eight arms, each holding a different icon: a calendar, a laptop, a clipboard, a smartphone with a bar chart, a magnifying glass, a laptop, a smartphone with a bar chart, and a stack of books. The background is light blue with various icons like a sun, gears, and clouds.

FREELANCING CAREER OPTION

- **Search Engine Optimizer**
- **Digital Marketing**
- **Social Media Marketing**
- **Adword Professional**
- **Telemarketing**
- **Affiliate Marketing**
- **Brand Analyst**
- **App developer**
- **Design Consultant**
- **Content Writer**

Freelance

Thank You