

# Advertising agencies assignment

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Social media agencies Social media agencies specialize in promotion of brands in the various social media platforms like blogs, social networking sites, Q&A sites, discussion forums, and micro-blogs. The two key services of social media agencies are: Social media management, online reputation management. 7. Healthcare communications agencies Healthcare communications agencies specialize in strategic communications and marketing services for the Healthcare and Life Science industries. These agencies distinguish themselves through an understanding of the strict labeling and marketing guidelines mandated by the U.

S. Food and Drug Administration (FDA) and industry group guidelines, notably DEFAMED and PHARMACY. 8. Medical education agencies:- Medical education agencies specialize in creating educational content for the healthcare and life science industries. These agencies typically specialize in one of two areas: Promotional education - education and training materials tied to the promotion of a given product or therapy Continuing medical education - accredited education and training materials created for continuing physician and medical professional education 9.

Other agencies While not only advertising agencies, enterprise technology agencies often work in tandem with advertising agencies to provide a specialized subset of services offered by some interactive agencies: Web 2.0 website design and development, Content management systems, web application development, and other intuitive technology solutions for the web, mobile devices and emerging digital platforms. ON THE BASIS OF ADVERTISING MEDIUM: There are various media through which one can

advertise. They are print medium, web marketing television production, radio, billboards, mobile marketing, etc.

There are agencies which provide advertising solutions for all these platforms. But there are specific agencies which work exclusively for one medium alone. They are: 1. Digital Advertising Agency 2. Creative Advertising Agency 3. Television Production Advertising Agency 4. Radio Advertising Agency Each advertising agency specializes in marketing on their respective mediums. 1. Digital Advertising Agency: A digital advertising agency works on providing marketing strategies to rope in web users. There is an exponential rise in the number of web users in India every day.

So, in order to convert online viewers into potential customers, a digital advertising agency provides advertising solutions to meet these specific marketing needs. They are responsible for creating attractive website designs So as to attract the viewers. It also provides search engine optimization solutions. Creates forums, discussion rooms, chat facility, social media advertising and other such advertising solutions. They also come up with blogs, articles, monthly newsletters and feedback forms to interact with the customers. Digital advertising agencies also provide solutions for mobile marketing.

They design website that suits exclusively for the Smartened users, making your website accessible to your customer 24/7. 2. Creative Advertising Agency: A creative advertising agency provides advertising solutions through print medium. It encompasses marketing needs ranging from designing corporate identity such as logo, business cards and letter heads to

pamphlets, newspaper advertising, print ads in magazines, billboards, hoardings, etc. Billboards and hoardings are, at times, carried out by outdoor advertising agencies as well. 3.

Television production advertising agency: Television production advertising agencies create the commercials that are telecast on attracting the mass audience. The agency comes with ideas, makes concepts out of them, live shoots it and produces the final output for the client. It also creates AD animated ads and computer graphic related ads. 4. Radio Advertising Agency: Creating an advertising campaign through the radio is the cheapest form of advertising. A radio advertising agency's main forte is to create attractive radio jingles. A catchy jingle will make the listener hold on to the tune, thus registering your brand effectively.

Advertising solutions for effective marketing needs will enhance your business. Hence it is essential to choose the appropriate medium for your requirements. IMPORTANCE OF Every house advertising agency also needs to be a success on the market. Good advertising is a key element for successful business. Where a notice quality, of services, the advertising agency well known very important. You can say that advertising is one of the most important marketing tools in the market today. Due to the increasing popularity of ads for business development, significant growth in the number of advertising agencies in the media.

There are many advertising agencies in the market today and each one promises to give you quality services. You should select an advertising agency for your business very carefully as many means of advertising for

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successfully running your business. If you plan to get great results, then it is always advisable to go in for reputed and experienced advertising agency in business for some time. Because of their experience in the advertising world, they will give you good services when it comes to creating eye catching and interesting advertisements for your home business. There are many ways to choose a good advertising agency.

Word of mouth is one of the best options to collect information on advertising agencies. Ask your friends and relatives already employed advertising agencies services. Ask them what quality of service they are getting and are happy with the results? Listen carefully, for this will help you decide on what services advertising agency you can go in for. Browsing through the internet as well as a very good choice. You can read reviews of various advertising agencies, visit the websites of various advertising agencies, check them and then choose accordingly for the best advertising agency whose services are in accordance with your budget.

Many times there is public relations advertising agency staff in business helps to build a house on the goodwill and also market information on business and the home of their products and services on the market provide. In advertising agencies, employees are working for different departments. Employees work in the best possible way so that the advertising campaign for your home business a success on the market. The medium of advertising is mainly based on the product and the target. Nowadays the popularity of internet advertising is growing rapidly and many companies to the method of advertising options.

Things to promote technical services of advertising technology built primarily because they are well versed with the advertising of technical products.

Business houses in particular small and medium business houses rely on most of the advertising because it is the greatest tool to make their presence felt in the market. You should always choose the advertising agency that suits your needs and budget aptly so he can get more return for you. You should not go overboard and choose an advertising agency on your behalf.

So subscribe for good advertising agencies and services your company to grow in market. ORGANIZATIONAL STRUCTURE OF AN ADVERTISING AGENCY

Advertising agencies come in all shapes and sizes. Some are small boutique shops that have just a few people. Others are giants that employ thousands of people in offices all around the world. But, however large or small the agency, there is a basic structure that most advertising agencies stick to. In the smaller agencies, some people will perform more than one role. One person may actually be the entire department.

But the fundamentals are the same, and it's because this model was born out of necessity and it works. There are SIX major departments in any advertising agency. These can be split into other sub-departments, or given various creative names, but the skeleton is the same. These departments are: Account Service Account Planning Creative If nuance & Accounts Media Buying Production Larger agencies may also separate out the following departments: Human Resources & Facilities Research Web development Traffic Here's a look at the breakdown of those six major departments.

Account Services The account service department comprises account executives, account managers and account directors, and is responsible for liaising with the agency's many clients. This department is the link between the many departments within the agency, and the clients who pay the bills. In the past they were referred to as "the suits," and there have been many battles between the account services department and the creative department. But as most creative know, a good account services team is essential to a good advertising campaign.

A solid creative brief is one of the main duties of account services. The relationship between the client, advertising agency & consumers This department combines research with strategic thinking. Often a mix of researchers and account managers, the account planning department revises consumer insights, strategic direction, research, focus groups and assists in keeping advertising campaigns on target and on brand. Chris Cowpe described account planning as "the discipline that brings the consumer into the process of developing advertising."

To be truly effective, advertising must be both distinctive and relevant, and planning helps on both counts. "This is the engine of any advertising agency. It's the lifeblood of the business, because the creative department is responsible for the product. And an ad agency is only as good as the ads the creative department puts out. The roles within the creative department are many and varied, and usually include: Copywriters Art Directors Designers Production Artists Web Designers Associate Creative Directors Creative Directors In many agencies, copywriters and art directors are paired up, working as teams.

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They will also bring in the talents of other designers and production artists as and when the job requires it. Sometimes, traffic is handled by a position within the creative department, although that is usually part of the production department. Everyone within creative services reports to the Creative Director. It is his or her role to steer the creative product, making sure it is on brand, on brief and on time. Money, at the end of the day, that's what ad agencies want. And it's what their clients want, too.

At the center of all the money coming into, and going out of, the agency is the finance and accounts department. This department is responsible for handling payment Of salaries, benefits, vendor costs, travel, day-to-day business costs and everything else you'd expect from doing business. It's been said that approximately 70% of an ad agency's income pays salary and benefits to employees. However, this figure varies depending n the size and success of the agency in question. It is the function of the media buying department to procure the advertising time and/or space required for a successful advertising campaign.

This includes TV and radio time, outdoor (billboards, posters, guerrilla), magazine and newspaper insertions, internet banners and takeovers, and, well, anywhere else an ad can be placed for a fee. This usually involves close collaboration with the creative department who came up with the initial ideas, as well as the client and the kind of exposure they want. This department is usually steered by a media director. Ideas are just ideas until they're made real. This is the job of the production department. During the creative process, the production department will be consulted to talk about the feasibility of executing certain ideas.

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Once the ad is sold to the client, the creative and account teams will collaborate with production to get the campaign produced on budget. This can be anything from getting original photography or illustration produced, working with printers, hiring typographers and TV directors, and a myriad of other disciplines needed to get an ad campaign published. Production also works loosely with the media department, who will supply the specs and deadlines for the jobs. In small to mid-sized agencies, traffic is also a part of the production department.