



BASICS OF ADVERTISING

BA(JMC) 202

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Unit 3

Ad Agency - Structure and Functions

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Topic 1

Advertising Agency: Concept, Types, Functions and various departments

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Concept of Advertising Agency

- **American marketing Association**, "An Advertising agency is an independent business organization composed of creative and business people who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services."
- It is made up of creative individuals, including writers, artists, media specialists, producers, account executives, and others.
- For a charge, the advertising firm completes the task on behalf of their customer. They carry out consumer, market, and product research, among other things.
- They offer the producer guidance on pricing, product distribution channels, and product or package design.

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Concept of Advertising Agency

- Additionally, they occasionally offer recommendations on the state of the market.
- Production tasks such as layout, artwork, headlines, copy, and visualization are carried out by advertising agencies.
- They also support the choice of appropriate media and the appropriate frequency of presentation for the commercial.
- As a result, the advertising agency relieves the trader or producer of the responsibility for advertising, production and distribution.

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Functions of Advertising Agency

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Functions of Advertising Agency

1. **Reaching Out to Clients:** advertising agencies seek out and make contact with companies that are interested in promoting their goods or services. They choose companies with strong financial standing, high-quality goods and services, and effective management.
2. **Planning Advertisement:** Creating an advertisement for a customer is the next task for an advertising agency. The ad agency must do the following steps for ad planning:
 - Examine the client's product to determine its unique characteristics in comparison to the rival's offering.
 - Analyzing the product's current and prospective market;
 - researching the trade and economic circumstances in the industry;
 - researching the product's seasonal demand
 - Analyzing competitors and their advertising expenditures.
 - Understanding the sales, operations, and distribution channels.
 - Lastly, creating an advertising strategy.


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Functions of Advertising Agency

3. **Creative Function:** The most crucial aspect of any advertising function is the creative function, which is performed by creative individuals such as copywriters, artists, art directors, and graphic specialists.
4. **Creating Ad-Copy:** Ad agencies plan and produce Ad-copy with the assistance of their writers, artists, designers, animators, graphic designers, and film directors.
5. **Client Approval:** The client is shown the ad copy for his approval.
6. **media Scheduling and Selection:** Choosing the right medium to represent a client is a crucial role of an advertising firm. Ad agencies must choose media based on several criteria, including client needs, targeted customers, media coverage, ad budget, and product nature.


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Functions of Advertising Agency

7. **Ad-Execution:** The media is given the ad copy for ad-execution following approval, verification, and any necessary modifications.
8. **Evaluation Function:** Following the advertisement's execution, the ad agency must assess the advertisement's efficacy to determine its client's benefit.
9. **Marketing Function:** The advertising agency also handles a variety of marketing tasks, such as choosing the target market, creating products and packages, setting prices, researching distribution channels, doing market research, promoting sales, creating publicity, and more.
10. **Research Function:** Ad agencies carry out a range of research tasks, including studying various media, media costs, media reach, circulation, and the introduction of new media. They also gather data on TV show and serial programmed ratings and TRPs.

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 **Types of Ad Agency**

Five types of advertising agencies:


1. Full service Agencies

- Large size agencies.
- Deals with all stages of advertisement.
- Different expert people for different departments.
- Starts work from gathering data and analyzing and ends on payment of bills to the media people.

2. Interactive Agencies

- Modernized modes of communication are used.
- Uses online advertisements, sending personal messages on mobile phones, etc.
- The ads produced are very interactive, having very new concepts, and very innovation.

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 **Types of Ad Agency**


3. Creative Boutiques

- Very creative and innovative ads.
- No other function is performed other than creating actual ads.
- Small sized agencies with their own copywriters, directors, and creative people.

4. Media Buying Agencies

- Buys place for advertise and sells it to the advertisers.
- Sells time in which advertisement will be placed.
- Schedules slots at different television channels and radio stations.
- Finally supervises or checks whether the ad has been telecasted at opted time and place or not.

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 **Types of Ad Agency**

5. In-House Agencies

- As good as the full service agencies.
- Big organization prefers these type of agencies which are in built and work only for them.
- These agencies work as per the requirements of the organizations.
- There are some specialized agencies which work for some special advertisements.
- These types of agencies need people of special knowledge in that field.
- For example, advertisements showing social messages, finance advertisements, medicine related ads, etc.

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Types of Ad Agency

Full-service Agency or Part-Time Agency

- The advertising **functions are fully handled** by the full-service agency. It employs a **large number of experts**. Usually, the organization helps carry out **promotional tasks**. Customers are seen to be crucial clients by it. It communicates with the potential buyers. **Services from larger agencies are better**.
- The part-time organization provides **free service or on a project basis**. These agencies coordinate the **activities of media men and advertisers** in addition to carrying out a variety of other tasks. **Clients have been granted greater control over** advertising agencies. Typically, advertisers enlist the assistance of part-time firms to begin their advertising campaigns. Generally speaking, research agencies handle the tasks that part-time agencies do. The selection of a specific agency is based on its growth, knowledge, size, and offerings.

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Departments of An Ad Agency

The major classification of the personnel in an Ad firm is as follows:

- **Accounts Department**
- **Client Serving Department**
- **Creative Department**
- **Production Department**
- **Media Planning Department**
- **Research**
- **Administration Department**


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Departments of An Ad Agency

Accounts Department:

- is led by a director of accounts, with help from an account executive or account planner
- These account executives' primary responsibility is to comprehend a client's demands and wants.
- The crew of the accounts department is primarily in charge of bringing clients to the agency.
- A person who closely collaborates with the creative team and agency accounts is known as an account planner.


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 **Departments of An Ad Agency**

A member of the account planning staff is required to carry out the following tasks.

- Organizing the primary goals of the advertisement, where he applies reasoning, analysis, and insight together with a variety of abilities to create a composite for the final output.
- Additionally, they are in charge of choosing and assessing the research-based feedback they have received.
- Accounts planners are also accountable for serving as a liaison between the client and the agency, answering all of the client's questions and identifying appropriate answers.
- Additionally, they help deliver impactful messages to their intended audience by evoking the required reactions and facilitating a constructive exchange of ideas between the creative team and the target audience.
- Qualities such as establishing a positive and warm interaction with clients will go a long way towards maintaining long-term relationships between the two entities.


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 **Departments of An Ad Agency**

Client Servicing/Contact Department:

- Client servicing refers to providing all the necessary assistance for a client in terms of planning, designing, budgeting, production and media placements.
- The following are the points which need to be adopted to maintain a healthy Client Agency relationship:
 - Maintaining transparency with each other is very important.
 - The agency keeps the media commission for itself, and the client undertakes the bill.
 - In case of media discounts, it has to be passed on to clients.
 - The agency should not be blamed by the clients for lapses in scheduling and positioning.
 - The client avoids engaging its services with its rival agencies.

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 **Departments of An Ad Agency**

The clients select the ad agency basically on these criteria:

- Its popularity in the market.
- Agency's creativity in its work and delivery of the advertisements.
- Agency which has a sound track record.
- Agency which has good account executives who can solve their issues.
- Personal equations with their clients.
- Commitment towards their work.
- Unique or exclusive contributions to the industry.


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 **Departments of An Ad Agency**

Creative/ Art Department:

- This is the **heart and soul** of an ad agency
- **Contributes in attracting as well as retaining the clients**
- This is **transforms all the ideas into pictures and visuals and packages the bundle into a presentable product for its target audiences.**
- **headed by a creative director, assisted by copy chief, copy writers, visualizer, layout artists, typographers, freelancers and a full time artists.**


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 **Departments of An Ad Agency**

The following are the activities of the Creative Department:

- a. **Conceptualize the idea for the client**
- b. **Copywriters** get on to do the **copy and create story line** for the ad
- c. They also contribute to the **theme of the advertisements**
- d. The **copy is converted into various forms by the visualizer**
- e. **Visualizer with the help of layout artists designs the ad**
- f. The **typographers prepare the final artwork**
- g. The **creation of logo, selection of color, using appropriate fonts, are all decided by the creative department members in consultation with each other.**
- h. The members use **creative energies, they coordinate with designers and visualizers to finish an advertisement.**


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 **Departments of An Ad Agency**

Production Department:

- **responsible for the delivery of the approved ad copy**
- **headed by a production manager, assisted by several assistants for typography, making blocks, lettering, stereotypes and electros.**
- **responsible for supplying all the required text and artwork for the photogravure process.**
- This department's work areas are as follows:
 - a. They **manage the schedules of the clients**
 - b. They are responsible for **managing the campaign budgets**
 - c. They **coordinate the work with creative and media departments**
 - d. They coordinate with **external suppliers such as videographers, photographers, artists and printers**
 - e. They are responsible for **all the final out put requirements of clients of the**

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Departments of An Ad Agency

Media Planning Department:

- headed by a **Media Controller or Planner**, assisted by a number of sales executives and marketing executives.
- Their main role is to **coordinate with the media houses and the agency.**
- The sales executive acts as a bridge in getting the allotment of space in newspapers and magazines, time in Television, and Spots in radio for their clients.
 - Identifying a proper medium for their client.
 - Suggesting ideas and helping to place their ads on the right time.
 - Helping the clients **get a good deal in terms of budgeting.**
 - Buying space / Time /Spots for the client in various media.
 - Conducting periodic market research for their clients
 - Coordinating all the **activities between clients and media in terms of billing, commission, consent and getting the final approval.**

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Departments of An Ad Agency

Research Department:

- In large sized advertising agencies a separate research department is established under the **supervision and control of a research manager.**
- The research manager is assisted by a **number of analysts, investigators, marketing assistants, statistical clerks and librarians etc.**
- The main function of this department is to **study markets, Medias and other subjects of interest to the advertising agency.**
- It helps better advertising for clients.
- Carry out research and obtain the necessary information.**
- Engage in a rigorous and critical analysis of the collected information.**
- Use the findings (results) in different ways to achieving objectives.**
- The research department **collects information about:** Market, Market competition, Market trends, Products and services, Competitors.

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Departments of An Ad Agency

Administration Department:

- Recruit office staff.
- Train and develop newly joined staff.
- Promote existing staff.
- Transfer of a timely salary and perquisites (perks) to staff.
- Provide welfare facilities to staff.
- Correspond to various internal and external parties.
- Filing and record keeping of all the essential documents.
- The office management of advertising agency operates under its management services.

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Topic 2

Structure and Hierarchy in Advertising Agency

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Organization Structure

ORGANISATION STRUCTURE OF AN ADVERTISING AGENCY

- The organization structure differs from agency to agency depending upon functions performed and size of the business.
- Most large and medium sized agencies followed one of the two systems, the group system and the departmental system and some combine them.

1. Group System: Under this system the writers, artist, media planners, buyers and other specialists are assigned to a group of accounts. All are under the general direction of an account executive or group head.

2. Departmental System: Under the departmental system, same types of specialists are grouped in the same department. For instance, all writers in the copy department, all artists in the art department and so on.

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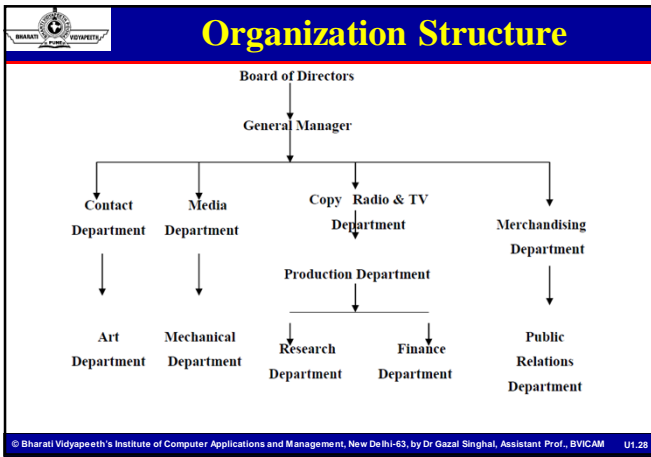


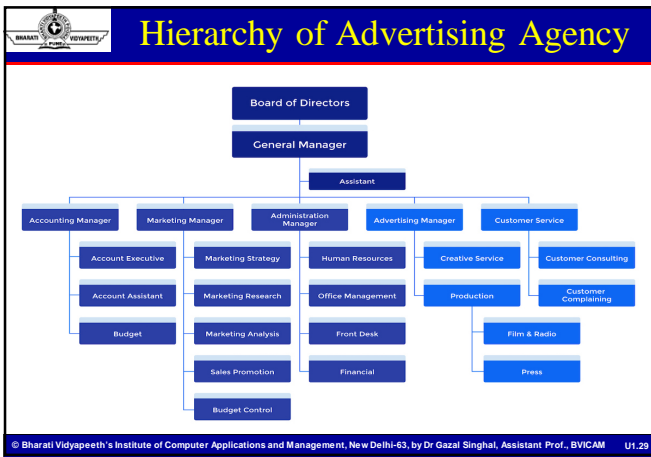
Organization Structure


Organization and Working of an Advertising Agency:

- Since advertising agency is an independent business organization, it may be in the form of a sole proprietorship, partnership or Joint Stock Company form of organization.
- However, an advertising agency of reasonable size may naturally adopt the Joint Stock Company form of organization. In such a case, it may have a Board of Directors under the Managing Director.
- Under the Board of Directors we may have General Manager and the General Manager may have a number of Departmental Managers under his control.
- The number of Departmental Managers will vary from one advertising agency to another advertising agency as per the nature and size of business.
- The organizational structure of a large sized or reasonably sized advertising agency is as follows:

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Topic 3

Pitching and Planning in Advertising


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Planning in Advertising

- the major function of advertising agency is the advertising planning for its clients.
- For this purpose, the advertising agency requires a detailed knowledge of the firm's products, its advertising history, market conditions, channel of distribution, knowledge of competitors' products and their advertising techniques, field to be covered, nature and type of consumers etc.
- Advertising management is mainly concerned with planning and decision making.
- The advertising manager is involved in the development, implementation, and overall management of an advertising plan.
- The development of an advertising plan essentially requires the generation and specification of alternatives.

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Planning in Advertising

PLANNING FRAMEWORK

- Advertising planning and decision making depends on internal and external factors.
- Internal factors are situation analysis, the marketing program, and the advertising plan.
- The three legs of advertising planning concern are the
 - Objective setting and target market identification,
 - Message strategy and tactics, and
 - Media strategy and tactics.
- The advertising plan should be developed in response to a situation analysis, based on research.
- Once developed, the advertising plan has to be implemented as an advertising campaign, in the context of social and legal constraints and with the involvement of various facilitating agencies.

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Planning in Advertising

Situation Analysis:

- It involves an analysis of all important factors operating in a particular situation.
- This means that new research studies will be undertaken on company history and experience.
- complete situation analysis will cover all marketing components and involve finding answers to many questions about the nature and extent of demand, competition, environmental factors, product, costs, distribution, and the skills and financial resources of the firm.
- Situation analysis begins by looking at the aggregate market for the product, service, or cause being advertised, the size of the market, its growth rate, seasonality, geographical distribution.

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Planning in Advertising

Consumer and Market Analysis:
Consumer and Market analysis is concerned with the following factors:

- **Nature of Demand**
 - How do buyers (consumer and industrial) currently go about buying existing products or services?
 - Can the market be meaningfully segmented or broken into several homogeneous groups in respect to “what they want” and “how they buy”?
- **Extent of Demand**
 - What is the size of the market (units and dollars) now, and what will the future hold?
 - What are the current market shares, and what are the selective demand trends?
 - Is it best to analyze the market on an aggregate or on a segmented basis?
- **Name of Competition**
 - What is the present and future structure of competition?
 - What are the current marketing programs of established competitors?
 - Why are they successful or unsuccessful?


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Planning in Advertising

- **Environmental Climate**
 - What are the relevant social, political, economic, and technological trends?
 - How do you evaluate these trends? Do they represent opportunities or problem?
- **Stage of Product Life Cycle**
 - In what stage of the life cycle is the product category?
 - What market characteristics support your stage-of -life-cycle evaluation?
- **Cost Structure of the Industry**
 - What is the amount and composition of the marginal or additional cost of supplying increased output?
- **Skills of the Firm**
 - Do we have the skills and experience to perform the functions necessary to be in the business?
 - How do our skills compare with those of competitors?
- **Financial Resources of the Firm**
 - Do we have the funds to support an effective marketing program?
 - Where are the funds coming from, and when will they be available?

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Planning in Advertising

Competitive Analysis:

- Advertising planning and decision making are affected by competition and the competitive situation facing the advertiser.
- It should include an analysis of what current share the brand now has, what shares its competitors have, what share of a market is possible, from which competitors the increased share of a market is possible?

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Planning in Advertising

The Advertising Plan:

- **Objectives and Target Selection:**
- An important part of the objective is the **development of a precise, disciplined description** of the target audience.
- It is often tempting to **direct advertising at a broad audience**; but everyone is a potential customer.
- It is best to consider **directing the advertising to more selected groups to develop stimulating copy**.
- quite possible to develop several campaigns, **each directed at different segments of the market, or to develop one campaign based on multiple objectives**.

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Planning in Advertising


- **Message Strategy and Tactics:**
- Messages strategy must decide **what the advertising is meant to communicate – by way of benefits, feelings, brand personality, or action content**.
- Once the content of the campaign has been decided, decisions must be made on the **best-most effective-ways of communicating** that content.
- The decisions, such as the **choice of a spokesperson, the use of humor or fear or other tones, and the selection of particular copy, visuals, and layout, are what we call “message tactics”**

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Planning in Advertising

- **Media Strategy and Tactics:**
- media strategy concerns **decisions on how many media rupees to spend on an advertising campaign**.
- Media tactics comprise **the decisions on which specific media like television, radio, magazines, etc., or media vehicles like Reader’s Digest, etc.to spend these dollars**.

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Pitching in Advertising

- A pitch is how an **advertising agency presents a potential client with a promotional plan for a brand, product, or service.**
- The **campaign's objectives** are stated in the pitch and how the **execution** will help the company achieve its **goals.**
- Companies solicit advertising pitches created by a marketing agency to choose the best proposal from various advertising companies.
- A **successful pitch should show that an agency can successfully use the advertising budget to increase the value of a brand.**

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Pitching in Advertising

Steps to write an excellent advertising pitch:

- conduct market research
- draft a successful pitch structure
- show your expertise
- plan your campaign
- finalize all potential deliverables

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Topic 4

Role and Functions of DAVP

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DAVP

- The Directorate of Advertising & Visual Publicity (DAVP) is the nodal agency to undertake multi-media advertising and publicity for various Ministries and Departments of Government of India.
- Some of the Autonomous Bodies also route their advertisements through DAVP.
- As a service agency, it endeavors to communicate at grass roots level on behalf of various Central Government Ministries.
- The DAVP informs and educates people, rural and urban, about the policies, programs, messages and achievements of the Government and helps in motivating them.
- It reaches people utilizing modern & traditional means of communication such as press advertisements, audio-visual media, printed material, outdoor formats, exhibitions and mass mailing.
- DAVP has the expertise to handle campaigns on all India basis with integrated media approach utilizing various means of communication for coordinated & focused campaign.

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DAVP

- The origin of DAVP can be traced to the times of World War-II. Immediately after the out-break of Second World War, the erstwhile government of India appointed a Chief Press Advisor.
- Besides other things, advertising was also the responsibility of the Chief Press Advisor.
- A post of Advertising Consultant was created in June 1941 under the Chief Press Advisor.
- This is where DAVP has its roots. On March 1, 1942, the Advertising Consultant Office became the Advertising Branch of the Department of Information & Broadcasting.
- Following the expansion in its scope, functions and activities, this Advertising unit was declared an Attached Office of the Ministry of Information & Broadcasting on October 1, 1955.
- The office also assumed the name of Directorate of Advertising & Visual Publicity(DAVP). DAVP was further declared as Head of a Department on April 4, 1959. By virtue of this declaration, financial and administrative powers were delegated to DAVP.

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DAVP

Role of DAVP:

- To perform the functions of a multi-media advertising agency for the Central Government.
- To act as service agency for Central Government ministries/departments to meet their publicity needs including the production of media inputs as well as dissemination of messages/information.
- To help Central Government departments in formulating communication strategies/media plans and help implement them at the grass-root level by providing multi-media support

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Functions & Duties of DAVP

- To function as the nodal multi-media advertising agency of the Ministries/Departments including Central Public Sector Undertakings (PSUs) / Autonomous Bodies (ABs) and **help them formulate communication strategies/media plans besides providing support to meet their publicity requirements.**
- To **publicize policies, programs and achievements** of the Government.
- **Empanelment of newspapers/journals** for release of government advertisements and entering into rate contract with them.
- Convening of **Panel Advisory Committee meetings** for empanelment of publications.
- Convening of **Rate Structure Committee meetings** from time to time for review of the Rate Structure Formula.

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Functions & Duties of DAVP

- **Planning, visualization and preparation of designs / artwork** for press advertisements.
- **Release of classified/display advertisements.**
- Empanelment of **printers/diary makers for undertaking printing jobs.**
- **Planning, designing, production and distribution of printed materials** viz. posters, booklets, folders, diaries, calendars, wall hangings etc. in English, Hindi and regional languages.
- Empanelment of **outdoor publicity agencies.**
- **Production and publicity through display of outdoor formats** such as animation displays, cinema slides, kiosks, hoardings, wall paintings, bus/train panels, bus queue-shelters etc.
- **Planning, fabrication and organizing of exhibitions.**

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Functions & Duties of DAVP

- Empanelment of **audio & video producers** for assigning audio/video production jobs.
- **Planning, production and broadcast/tecast** of Audio-Video spots/programs.
- Entering into **rate contract with radio/TV channels** for broadcast /tecast of Radio/TV spots/programs.
- **Making payment to newspapers, producers, printers** etc. out of own funds or from funds of client Ministries/Departments.
- **Administrative & personnel management** of officers/employees besides vigilance, budget & account matters pertaining to DAVP.

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Good Luck
Thank You!!
