

FUNCTIONS OF ADVERTISING AGENCY

Today advertising agencies are found in virtually every major city on the world and their role in stimulating economic growth is solidly established.

Clients & Accounting

- The advertising agency maintains proper accounts in co-operation with the client.
- The amount of fees received from the client and the payment of taxes, bills and other charges are accounted for by the accountant.

Creative & productions

- The creative efforts of the art director, the detailed analysis of the research director and the political understanding of the campaign director, are just a few examples of the many abilities of Ad Agency personal have to offer.
- A business organization or person will contract the services of an ad agency to help market a product.
 - This function involves processing the information collected from the client and through research.
 - Designing communication material in the form of advertisements and other publicity material.
 - This also includes planning creative strategies, copy or script writing, visualization, designing, layout, shooting of films, editing, giving music, etc.

Distribution & Media planning

- Another important function of an ad agency is distribution.
 - It is decided what type of message you will create for the company and what media will be most helpful in sending this message to the public.
 - On the basis of the media habits (access and exposure) of the target audience, agency people prepare a media plan.
 - This plan includes which media to be used, which part of the media to be used when to place the ads and for how long to place the ads, etc.
- Media planners keep track of the viewer ship, listener ship and readership of all kinds of media.

Research

- Research is an important function of an Ad agency.
 - In order to distribute the message to the public successfully, the agency must first know all that it can do about the product.

- Ad agencies use research as a tool to test consumer reactions to products and services.

Monitoring Feedback

By monitoring consumer feedback, a decision on whether to revise the message, the medium, the target audience or all of them can be made.

Allied services

Many agencies also offer a variety of allied services. These include:

- Merchandising
- Public relations
- Preparing all kinds of publicity material
- Planning and organizing special events (event management)
- Direct marketing