

## **Structure of ad agency**

- Advertising agencies are full-service businesses able to manage every aspect of an advertising campaign.
- They vary widely in size and scope and cater to different kinds of customers.
- 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.

### **Departments**

In general these departments are:

- Client Services
- Creative & Production
- Finance & Accounts
- Media Planning

Larger agencies may also separate out the following departments:

- Human Resources & Facilities
- Research
- Web development
- Traffic

### **Client Services**

- The client 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.
- But as most creative know, a good account/client services team is essential to a good advertising campaign.

- A solid creative brief is one of the main duties of client/account services.

## **Creative & Production**

### **(a) Creative Section**

- This is the engine of any advertising agency.
- It's the lifeblood of the business, because the creative department is responsible for the product.
- 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 Designer
  - Associate Creative Directors
  - Creative Director(s)

In many agencies, copywriters and art directors are paired up, working as teams. Everyone within creative services reports to the Creative Director.

### **(b) Production Section**

- 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.
- 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 closely 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.
- It is the job of traffic to get each and every job through the various stages of account management, creative development, media buying and production in a set timeframe.
- Traffic will also ensure that work flows through the agency smoothly, preventing jams that may overwhelm creative teams and lead to very long hours, missed deadlines and problematic client relationships

### **Finance & Accounts**

- This department is responsible for handling payment of salaries, benefits, vendor costs, travel, day-to-day business costs etc.

### **Media Planning**

- It is the function of the media planning 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), magazine and newspaper insertions, internet banners and takeovers.
- 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.