

ADVERTISING AGENCY

Advertising agency is a firm that creates new promotional ideas, designs print, radio, television, and internet advertisements, books advertisement space and time, plans and conducts advertising campaigns, commissions research and surveys, and provides other such services that help a client in entering and succeeding in a chosen market.

An advertising agency is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients. An advertising agency is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients.

An Advertising Agency or ad agency is a service provider that works for clients to create an effective, goal oriented ad Campaign.

According to American Association of Advertising “An advertising agency is an independent organization of creative people and business people who specialize in developing and preparing market plans, advertisements, and other promotional tools”.

TYPES OF ADVERTISING AGENCY

- Full service agencies
- Creative boutiques
- Media buying services
- E-commerce agencies
- In-house agencies

Full Service Agencies

- A full service ad agency is one that provides services related to advertising such as copywriting, artwork, production of ads, media planning etc.

- It also provides such services in respect of pricing, distribution, packaging, product design etc
- These agencies most commonly began life as advertising agencies and over time have grown through acquiring smaller specialist agencies.
- A typical full service agency will provide a client with the facility to purchase all of their marketing communication requirements from a single source.
- The largest agencies such as J Walter Thomson and Saatchi & Saatchi grew their agencies through the acquisition of small specialist agencies.
- Smaller agencies also broadened the range of services an offer away from just advertising to provide services such as production, media, sales promotion and direct marketing.
- Full service agencies argue that grouping together all of their clients' communication needs under the umbrella of one organization leads to synergy gains between the various departments.
- The provision of more integrated marketing communication solutions and single point of contact for the client when working with and monitoring agency performance.

CREATIVE BOUTIQUES

- Creative boutiques focus only on the delivery of creative solution to clients' communication problems.
- Clients will often use creative boutiques along side a full service agency to provide fresh ideas and novel approaches.
- Boutiques can not compete against full service agencies in providing integrated communication strategies.
- Their work is often short term project based.
- A key benefit to the client is that they can often get more attention and better access to creative talent than they would at a larger agency.
- A combination of the growth of TV sales houses, the increasing fragmentation, complexity of the media market and to make the ads cost effective led to the development and growth of media independents.

- Media independents provide specialist media services in the planning , buying and monitoring of clients' media schedules, particularly in television and radio.
- Agencies and clients will determine their media requirements and then pass these to media independents that negotiate and purchase advertising time.
- The media independents employ media specialists who have the detailed knowledge of media industry and particular skill in analysis , planning and negotiating.
- Over the past three decades media planning and buying industry has proved itself the most dynamic , progressive and forward thinking of all the communication disciplines.
- It has moved from the backroom of the agency business to the front of the clients' communication needs.

INTERACTIVE AND ECOMMERCE AGENCIES

- E-commerce agencies handle activities related to using electronic commerce.
- This can range from creating websites, web page design, online promotions and email campaigns to developing banner advertising.
- These agencies provide specialist knowledge and expertise in the new media that have enabled marketers to explore and exploit new methods of reaching and interacting with their target audience.

IN-HOUSE AGENCIES

- These operate within an organization's departmental structure.
- They take responsibility for planning, developing and implementing the organizations own marketing communication activities.
- As a client you have a better access and more control over agency personnel and activities if the agency personnel are employed by the organization.
- Agency personnel will also have a good understanding of the products, services and markets in which the organization operates.
- The agency can also generate its own income from the commission it receives from the media.