

Advertising Agency

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- The Six Major Departments in Any Advertising Agency
- Six very different, but essential, departments make it possible to produce effective advertisements.
- These can be split into other sub-departments, or given various creative names, but the skeleton is the same across the board. These departments are:

- Account Services**
- Account Planning**
- Creative**
- Finance and Accounts**
- Media Buying**
- Production**

1. 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
- 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.

2. Account Planning

This department combines research with strategic thinking:

- the account planning department provides consumer insights, strategic direction, research, focus groups and assists helps keep advertising campaigns on target and on brand.

3. Creative

- 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 Director(s)**

4. Finance and Accounts

- 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 percent of an ad agency's income pays salary and benefits to employees.
- However, this figure varies depending on the size and success of the agency in question.

5. Media Buying

- 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) magazine and newspaper 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.

6. Production

- 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.

- Other Departments That Vary From Agency to Agency
- While the six departments above are standard for most agencies, some of the larger agencies may break them down into sub-departments, or departments in their own right. These will often include:
 - Human Resources & Facilities
 - Research
 - Online Development
 - I.T.
 - Traffic
- Let's take a look at how these additional four departments work:

Human Resources and Facilities

- Most businesses, whether they're related to advertising or not, will have an HR department.
- This is the department responsible for the nuts and bolts of hiring and firing employees, dealing with state and federal employee laws, monitoring vacation and sick time, and the overall wellbeing of the staff.
- They are often rolled in with the facilities department, which is responsible for building maintenance, and keeping everything in the office working, safe, and up to code.

Research

- Larger agencies will rely heavily on their own research department to provide a wealth of data on current and future clients. This is the department responsible for focus groups and testing, analyzing and interpreting data, and helping the creative and account teams focus on new market trends.

Online Development

- Once relegated to a designer who knew a bit of coding, this is a fast growing department and deals with everything from website and mobile design, to apps and interactive experiences. This department may have its own creative director that specializes in web and online design, and will have a staff that could rival the size and strength of the creative department.

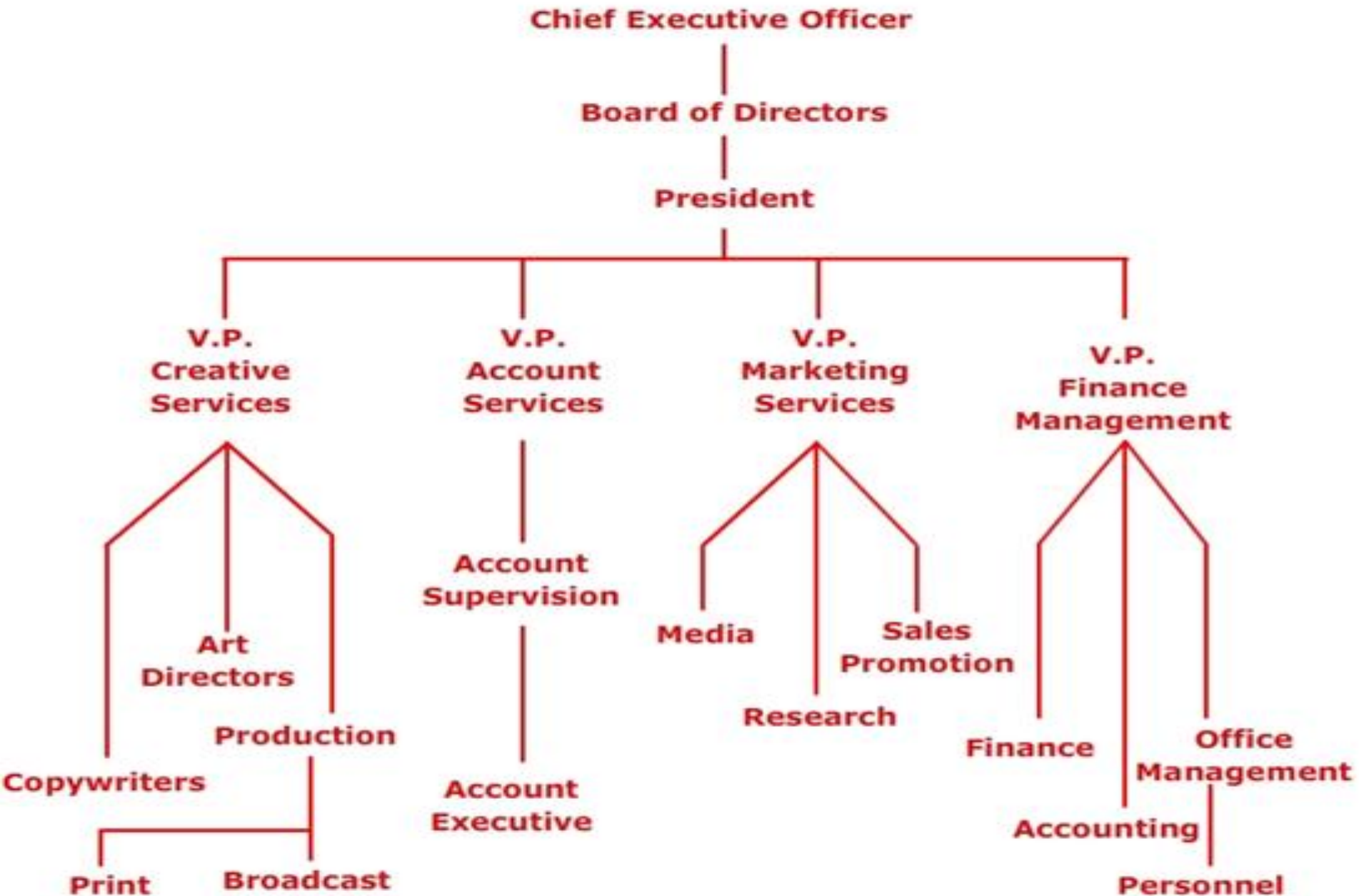
I.T. (Information Technology)

- The I.T. department can be a huge department, especially in agencies that have a large creative presence. Most I.T. companies in advertising agencies will specialize more in Mac than PC, as most creative departments run on Apple products.

Traffic

- 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. Traffic keeps the agency's heart beating.

STRUCTURE OF A FULL-SERVICE ADVERTISING AGENCY



- There are basically **5 types of advertising agencies.**
- **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.
- **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 innovative.
- **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.

- **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.
- **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.