



The Advertising Agency

‘Full Service’ Advertising Agency

The ‘full service’ agency typically has four main departments or functions:

1. Account Handling
2. Creative Services
3. Media Department
4. Production



1: Account Handling

- Manages the relationship between the Client and the Agency
- Within the Agency – represents interests of Client
- Represents interests of Agency when talking to the Client
- Usually responsible for finding and developing new business

1: Account Handling

Key roles:

Account Director

Account Planner

Account Executive / Account Manager

Account Director



- Usually board level director
- Expertise in a product or market sector
- Strategic overview of account
- Regular contact with client at director level

Account Planner



- May or may not be separate role from Account Director
- Brand Manager type role developing strategies for account over the long term
- Should have a direct role in helping to develop creative and media strategies

Account Manager or Account Executive



- Day-to-day liaison and running of account
- Daily contact with client marketing dept
- Co-ordinates agency departments – creative, media, production
- Fulfils short term objectives
- May work on several accounts
- Responsible to Account Director

2: The Creative Services

- Creates ideas, concepts and sometimes finished art for advertising, literature and other marketing materials
- Should represent point of view of the consumer
- May liaise with outside suppliers such as illustrators, photographers, writers, web designers and film producers

The Creative Director



- Should be a board level director
- Responsible for quality of agency's creative output
- Selects which creative solutions should be presented to client
- May work on own accounts as well as supervise department

The Creative Department



- Everything from print ads and direct mail, to broadcast ads, websites and guerrilla campaigns are conceived here.
- Without the creative department, there is no agency.

The Creative Department

- Copywriter and Art Director team
- Produce the initial concept is response to Creative Brief
- Probably work on several accounts
- Some agencies team Account Handler with Creative Team to form an Account Team
- Responsible to Creative Director



3. The Media Department

Most agencies today use an outside consultancy for the media requirements. Three functions need to be addressed.

- Media Research
 - Identify which media reach your target audience most effectively
- Media Planning
 - Planning the best media mix and timings to achieve the client's marketing objectives
- Media Buying
 - Getting the best value for money out of the client's media budget. Involves considerable negotiating skills

4. The Production Department

- Ensures that finished artwork is delivered to the appropriate media by the deadlines
- May also source specialist materials and suppliers e.g. specialist printers and paper
- May include a Traffic Department which progresses jobs through the agency to ensure jobs are completed on schedule
- May include Studio Manager, Mac Operators, Finished Artists, Designers - graphic design, web design, interactive design and even product design
- Outsource content creation to creative agencies and post production services

Other Marketing Services

Each agency is unique and may offer other specialist service departments. Some of the most common are:

- Public Relations
- Direct Marketing
- Recruitment Advertising
- Industrial *or* Business to Business (B2B)