Structure of a Full Service Ad Agency: Outline of Roles & Responsibility

1. Account Executive: Acts as the interface between the agency's many services & the client & his team

He gets the briefing from client’s marketing/product/brand manager & organizes the resources within the agency to satisfy the client’s requirements

1. The Account Planner or Researcher: responsible for the data & market intelligence on the account.

This information is imp to ensure that the advertising campaign & media plans are rooted in market/consumer understanding

1. The creative team: It comprises of writer & designer. They work on the brief given by AE & market info
2. The Media Planner & Buyer: This team prepares the media budget, analyses media consumption behavior of the target audience.

The timing & cost are worked out with the client - the space & time in the chosen media vehicle is purchased & implementation is overseen

1. Account Director: The individual who holds overall responsibility of servicing effectively the entire clientele of the agency
2. The Media Director: The individual who is responsible for media planning & buying activities of the entire agency
3. Creative Director: : The individual who is responsible for the creative output, the final say in matters of idea/implementation of an ad/campaign
4. Production House: The department which brings alive the creative & art work of the creative team-TV ads, radio recordings & other promotional material