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Here are the other three types of agencies:

3. In- House Agencies

Some companies prefer to reduce advertising and promotion costs while maintaining great control over advertising activities by setting up their own advertising agencies within their own organizations. This is called an in- house agency and this type of agency is set up, owned, and operated by the advertiser himself. Large companies are the ones who usually have this type of advertising agency and it is common for them to outsource certain projects to retain certain freshness for campaigns and special projects. This type of agency is also better at understanding the product and they are more aware of the goals and objectives of the company because of the public relations and marketing department that is within the organization itself. There is, however, less flexibility, less objectivity and less experience with this type of advertising agency. They may also tend to be more biased or too close to the project which can lessen the effectiveness of the Advertising Campaigns.

4. Creative Boutiques

This is an organization that specializes in the actual creation of advertisements. They provide only creative services which is the creation and execution of advertisements. They are in charge of creating imaginative and interesting advertising themes and produce innovative and original advertisements. A company that uses this type of Advertising Agency would have to employ another agency to perform other tasks such as planning, buying and administrative functions that are connected with advertising. Such agencies are relatively small and have only a few creative people like copywriters, art directors, and creative heads.

5. Media Buying Agencies

Media buying agencies are advertising agencies who are independent companies that specialize in the buying of media, particularly radio and television time. The services sells time to the advertisers, orders the spots on the various stations involved and monitors the stations to see if the ads actually run. Since these agencies purchase space in large quantities, they receive discounts and can save the small agency or client money on media purchase.

Advertising agencies are a huge help for advertisers and marketers who are seeking to boost their profits and they are also able to provide solutions for their advertising and marketing needs. Through Outdoor Advertising Agencies, even outdoor advertisers can get the help they need. By being knowledgeable and familiar with the different types of advertising agencies, advertisers will be able to choose the right agency for them.

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SMRT Media is one of the leading a Advertising Companies based in Singapore that offers Effective a Advertising Campaigns such as a Taxi Advertising.

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