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The Advertising Agency by Harry Tan

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Advertising is an important part of business. Part of the success of the business depends on the success of the companyâ€™s advertising campaigns. It is through advertising that businesses are able to gather more customers, gain more profit, and increase brand awareness. This is all for the benefit of the company even for new and small businesses. But for those new in the business, it may be advisable to enlist the help of an advertising agency. Advertising agencies can provide not only advice but also knowledge on what works best for a company or business.

There are six basic functions of an advertising agency. The first function is in the area of contract and communication between the Advertising Agency and the advertiser. The advertiser whom the agency serves is called the â€˜clientâ€™ or the account. This is because the client hands over the responsibility of spending and maintaining accounts of its advertising budget to the advertising agency they chose. But the one who the client contacts and communicates mainly with is known as the account executive.

The next important function is research. Agencies and Out of Home Media Owners use research as a tool for them to be able to comprehend the market or the target audience to whom the product or service is meant to be advertised. Researching target consumers are also able to help develop creative ideas and media plans by using the preferences and habits of the consumers to tailor the ad to their needs. An added benefit of this is that it can also help the client or the advertiser to improve their product or service to suit the needs of their consumer.

Another function of an advertising agency is the creative department which is where ideas are born and the persuasive advertising message is created. It is where the marketing concept is converted into a communication concept that is powerful enough to induce a purchase. While the creative department is responsible for how the ad would look like, the media department is responsible for its platform. It is estimated that 10 percent of the advertising budget is spent on creating advertisements while 90 percent of the advertising budget is spent on media. This shows how important the platform is for an Effective Advertising. Even the most effective advertisement is ineffective if it does now reach the right potential consumer.

The next function is the production department which is the one concerned with the production of the advertising materials, and finally, the financial management, who handles the business area and finances of the agency. The major source of income of the advertising agency is the 15 percent commission received from the media and all other suppliers of advertising material.

Outdoor Advertising Agencies will be able to provide advertisers with the right solutions for their Outdoor Advertising campaigns. The help that they will be able to provide increased the chance for the advertisement to succeed and for the company to gain profit from it.

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