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Different Types of Advertising Agencies (Part 1) by Harry Tan

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Advertising refers to the promotion of a companyâ€™s products and services in order to drive sales from the products and services of the company. It is also the strategy used to build a brand identity and communicate changes or new products and services to the customers. It has become an essential element in the corporate world and that is why most companies allot a considerable amount of their revenues for their advertising budget. There are a lot of different reasons for advertising and there are also a variety of media which can be effectively used for it. But aside from that, there are also different types of Advertising Companies available to help advertisers and marketers make the job of advertising easier and more successful.

1. Full Service Agencies

All big and renowned Advertising Agencies are generally full service advertising agencies. This type of Out of Home Media Owners offers their clients a full range of marketing, communications, and promotion services. This includes planning, creating and producing the advertisement; performing the research; and selecting the media. They may also offer non- advertising services such as strategic market planning, production of sales promotion, sales training and trade show materials. This is generally a big size advertising agency that has all departments, specialized people heading each department, and a number of subordinates under each head. The advantage of a full service agency is they are able to provide turn- key operations because they have access to a wide variety of creative people and other services. But its disadvantage is that they can lack the desired control of the advertiser and there is also the possibility that the agency might not fully understand the company, or the product and services that are being advertised. This type of advertising agency can be close- minded and creativity can be lost if they are not constantly looking for fresh ideas.

2. Specialty Agencies

There are agencies that take up only specialized advertising jobs. Certain fields require specialized knowledge. A specialty agency is the type of Advertising Agency that either works within a particular industry (such as medical, real estate, education or financial) or one that can also work for a particular function (such as internet, public relations, marketing or research). These agencies are usually small in size and concentrate only on particular areas while employing people with the required talents. The advantage of this is that this type of agency is an expert in their particular area and therefore they understand perfectly what works and what does not. But they also may work too independently which might make the advertiser or the client feel left out of the loop and create an undesirable working environment. It is also important to take note that the consumer is someone who has many interests.

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Harry Tan - About Author:
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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