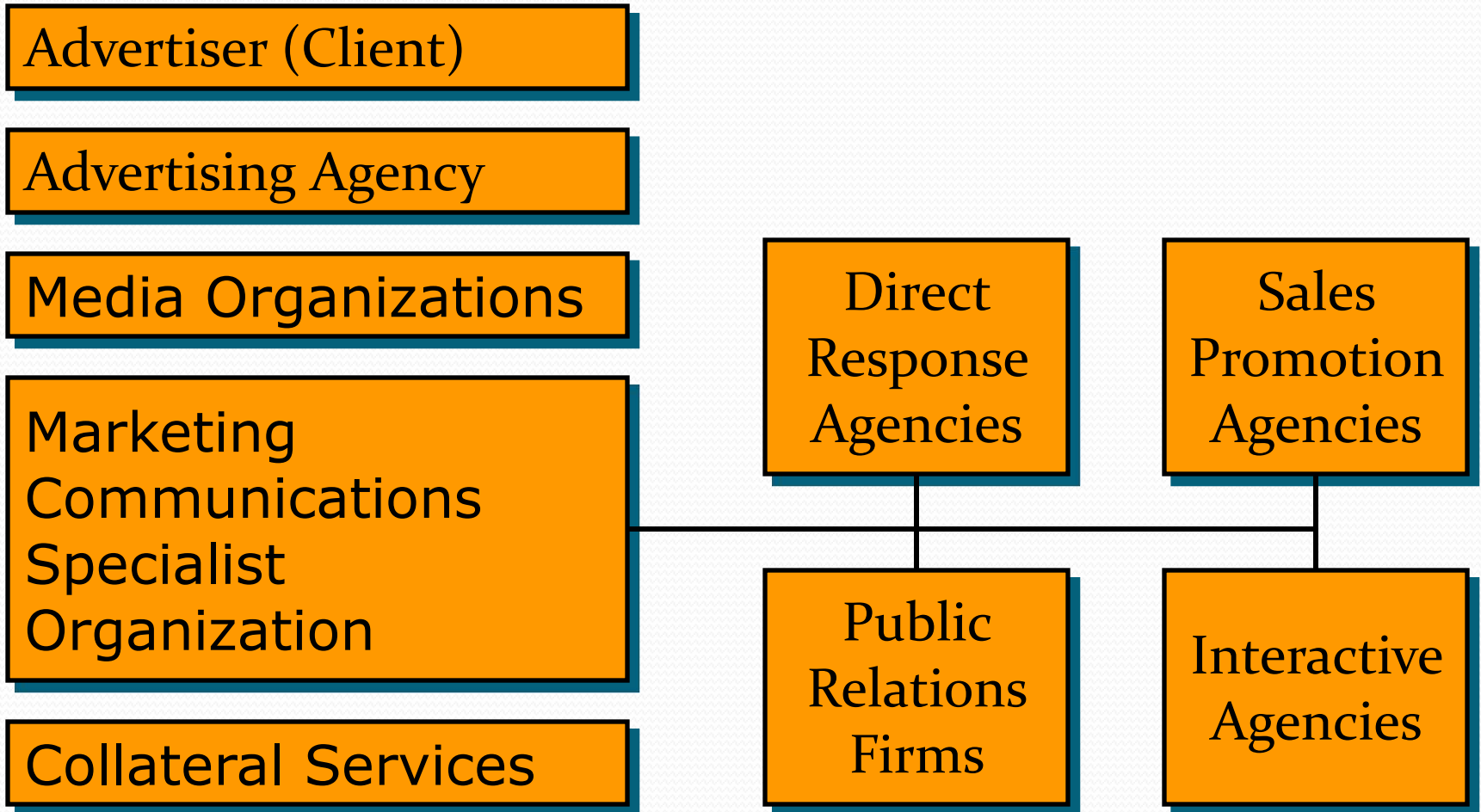


# Unit –III: Organizing for Advertising and Promotion

Participants in the IMC process – Advertiser, Ad Agency, Media Organizations, Marketing Communication Specialist Organizations, Collateral Services; Role of Ad Agency, Types of ad agencies; creative services, other agencies like Creative Boutiques, Media Buying Services, Commissions from Media, Fee, Cost & Incentive based systems, Evaluating agencies, Specialized services

# Participants in the IMC Process



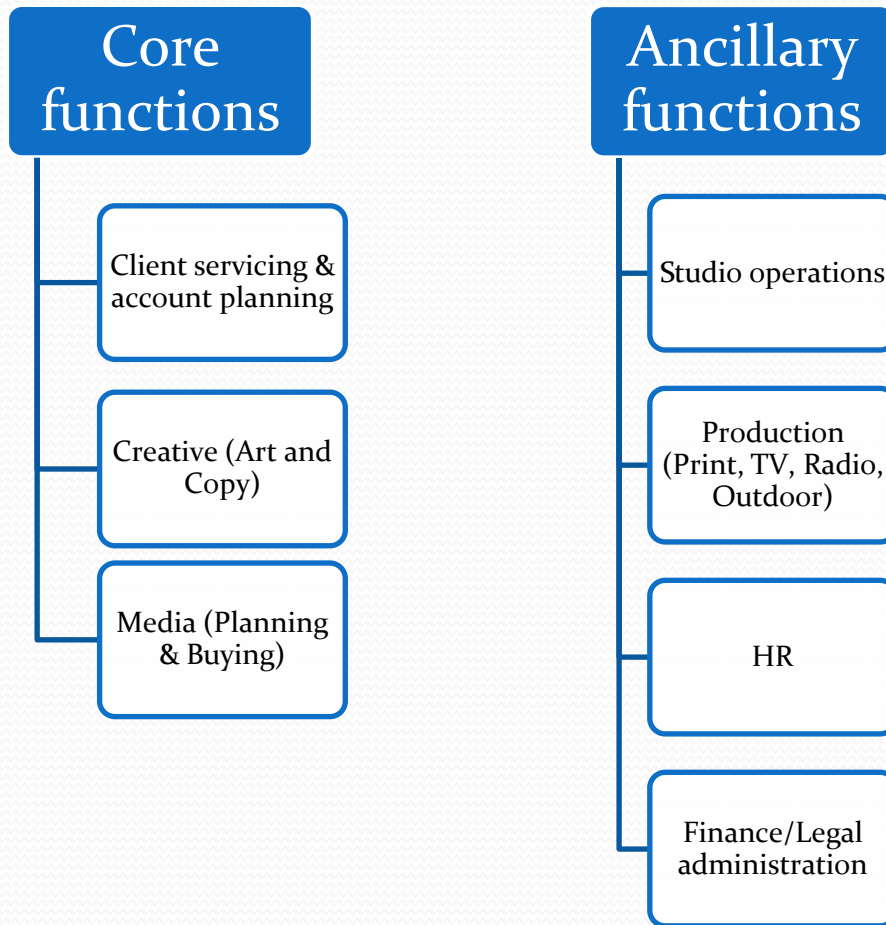
# Advertising Agencies

- An ad agency is an independent business organization which undertakes the work of planning, preparing and executing advertising campaigns for its clients
- According to Philip Kotler “Advertising agency is a marketing service firm that assists its clients in planning, preparing, implementing and evaluating various activities of advertising campaign”
- Planning, preparing, execution

# Ad agency ...

- Is an independent business
- Works for clients
- Has creative people
- Provides various services
- For a charge/fee

# Functions of an Ad agency



# Types of Ad agencies

- Full service agencies
- Specialized agencies or Limited service agencies
- Creative Boutiques
- Media Buying agencies
- In house agencies
- Marketing service agencies

# Agency compensation

- Commission
- Fee
- Percentage charges
- Incentive based system

# Evaluating Agencies

- Range of services offered
- Assistance provided
- Marketing and advertising research
- Agency team
- Accounts handled
- Compatibility
- Creativity
- Stability
- Financial assessment
- Qualitative assessment



# Specialized services

- Direct Response Agencies
- Public Relations Firms
- Sales Promotion Agencies
- Activation Agencies
- Interactive/Online Marketing Agencies
- Market Research Agencies