



# AD 101

OHIO UNIV.  
ADVERTISING  
ASSOCIATION  
FALL 2011

# WHAT IS ADVERTISING?

A form of communication intended to persuade an audience to purchase or take some action upon products, ideals, or services. It's used to promote a product, service, lifestyle, or idea.

“Advertising is a *creative, fast-paced, HIGH-PROFILE* business. The main function of an advertising agency is to use both *imagination & strategic planning* to develop memorable advertisements that promote sales for the client company. As a result, the advertising field utilizes professionals with a wide variety of *talents & skills* in order to develop, implement and manage ad campaigns that will influence consumer behavior.”

*-University of Texas at Austin Communication Career Services*

## THE PROCESS

the client reaches out to an agency, the client sends out an RFP (request for proposal) and agencies decide if they want to participate, or agencies reach out to clients who have no intention of changing agencies, etc. and persuade them to take a look at what they can do.



the agency develops a campaign, working closely with the client



the message is sent through different media and is delivered to the consumer



# AREAS OF ADVERTISING

A C C O U N T  
C R E A T I V E  
M E D I A  
P. R E L A T I O N S  
O T H E R

# ACCOUNT

## Account Management:

The division of an agency responsible for overseeing the execution of all aspects of an advertising campaign. The group coordinates the other agency divisions (account planning, creative, media) as they work together to develop campaigns. Account Managers are also responsible for managing the firm's relationship with clients, which includes soliciting new business for the agency and ensuring that the agency meets the clients' needs as it develops each campaign.

## Account Planning:

Focuses on ensuring that the consumer's perspective is fully considered when advertising is developed. Account planners play a central role on the agency team by constantly monitoring strategies to assess that the consumer's needs and interests are being met. Account planners spend a lot of time researching consumer psychology and behavior, competitive sales, demographics, etc. in an effort to study how consumers use marketing communications and to devise new ways of pitching information. They use key consumer insights to develop a campaign strategy that the other teams will create the campaign from. The ability to interpret and synthesize information, create new insights, and communicate findings in a useful manner is required skills for this position.

# CREATIVE

The Creative department is responsible for translating the business needs and strategies (developed by the client company and Account Management) into creative advertisements for the client's products. The Creative team is comprised of Art Directors and Copy Writers. Once the client approves their ideas, the Creative team develops and produces all the elements of the advertisement.

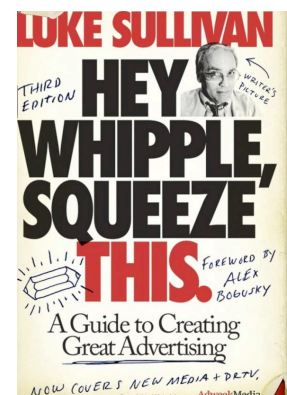
## Art Director:

Responsible for all the visual aspects of an ad campaign. They put together story boards, sketch ad ideas, help develop design concepts and graphic layouts, and assist in the final production of all creative pieces.

## Copywriter:

Write and proofread copy for advertisements, write slogans and text within ads, write material for established campaigns, develop sales promotion or merchandising materials, suggest concepts or ideas for accounts, and review and revise old account slogans. Flexible writing skills are a must.

A Portfolio is a collection of your work to show when you try to get a job, internship, or to use in networking situations. This is often more important than a resume when applying for creative positions. It's best to choose pieces that best represent you. Finishing schools will help refine and perfect your profile building skills.



# MEDIA

The media department determines where, when, and how to place an ad so it reaches the intended audience at the lowest cost.

Media Planners:

Devise programs for ads by deciding which TV shows, radio time slots, or magazines will effectively reach the most buys of a product.

Media Buyers:

Negotiate with specific media outlets for the lowest price to place the ads based on the Media Planner's strategy.

Media Researchers:

Analyze every type of communication vehicle to interpret who is watching or listening to different types of messages.

Some media planners and buyers work only on digital, some work only with traditional media and some do both. There are also people at a media agency who specifically work on search engine marketing and search engine optimization for the client.

WHAT FALL TV SPOTS COST				
<b>SUNDAY</b> 7 p.m. (ET) 8 p.m. 9 p.m. 10 p.m.				
	America's Funniest Home Videos \$82,000	Extreme Makeover: Home Ed. \$198,000	Desperate Housewives \$270,000	Brothers & Sisters \$182,000
	60 Minutes \$111,000	Viva Laughlin \$125,000	Cold Case \$129,000	Shark \$140,000
	Football Night in America \$83,000	Sunday Night Football \$358,000		
	OT Football N/A	The Simpsons \$315,000	King of the Hill \$139,000	Family Guy \$198,000
	CW Now NR*	Online Nation \$23,000	Life is Wild \$40,000	America's Top Model (Encore) \$50,000
				No CW programming
<b>MONDAY</b> 8 p.m. 9 p.m. 10 p.m.				
	Dancing With the Stars \$196,000		Samantha Who? \$113,000	The Bachelor \$128,000
	Met Your Mother \$138,000	Big Bang \$133,000	Two & Half Men \$231,000	Rules of Eng. \$177,000
	Chuck \$108,000	Heroes \$296,000		Journeyman \$137,000
	Prison Break \$200,000	K-ville \$184,000		No Fox programming
	Chris \$48,000	Aliens in Am. \$35,000	Girlfriends \$47,000	The Game \$57,000
				No CW programming
<b>TUESDAY</b> 8 p.m. 9 p.m. 10 p.m.				
	Caveman \$78,000	Carpoolers \$81,000	Dancing results \$191,000	Boston Legal \$105,000
	NCIS \$123,000	The Unit \$98,000		Cane \$127,000
	Singin' Bee \$102,000	Biggest Loser \$99,000		Law & Order: SVU \$135,000
	Bones \$130,000	House \$294,000		No Fox programming
	Beauty and the Geek \$97,000	Reaper \$70,000		No CW programming

RICHARD CARTWRIGHT

MONTY BRINTON



# TOP MEDIA AGENCIES

RANKED BY 2008 U.S. REVENUE. Dollars in thousands.					
Rank				US Revenue	
2008	2007	Agency [Parent]	Headquarters	2008	% Change
1	1	OMD Worldwide [Omnicom (OMG)]	New York	\$216,700	3.0
2	3	Starcom USA* (1) [Publicis (SMG)]	Chicago	179,300	3.2
3	2	Mindshare Worldwide* [WPP (Group M)]	New York	176,200	0.6
4	4	Mediaedge:cia* [WPP (Group M)]	New York	175,400	19.0
5	5	MediaVest USA* (2) [Publicis (SMG)]	New York	134,600	3.8
6	6	Zenith Media USA* [Publicis (ZOG)]	New York	129,600	2.4
7	8	MediaCom* [WPP (Group M)]	New York	121,900	10.3
8	7	Carat* [Aegis Group (Aegis Media)]	New York	109,600	-6.9
9	9	Universal McCann* [Interpublic (Mediabrand)]	New York	102,100	13.3
10	10	Initiative* [Interpublic (Mediabrand)]	New York	78,900	19.4

## **PUBLIC RELATIONS**

PR and advertising work closely together with the rise of social media. It's usually done inside the company, while advertising is done through an agency. PR is becoming more popular in ad agencies because of the rise of publicity stunts and event.

## **MARKET RESEARCH**

The market research department specializes in understanding consumer behavior. They gather data about purchasing habits and demographics, and use that information to advise the other agency departments and clients on how to best target an ad to effectively reach a specific audience. They combine quantitative analysis with a practical knowledge of how to influence human behavior in order to help the agency develop successful ads for its clients.

## **PRODUCTION AND TRAFFIC**













Print production staff evaluate cost-effectiveness, develop production budgets and work with outside professionals to negotiate prices and ensure quality. Traffic production staff schedule and coordinate every print production job, which entails keeping everyone informed of deadlines and making sure that each stage of a project is approved. Broadcast production staff create the TV or radio spots and manage the process from beginning to end, including developing budgets, casting actors, booking the location, and supervising editing and distribution.

## **INTERACTIVE**

Many companies today have web sites dedicated to providing information about the company and its products or use the internet as a niche advertising tool to place targeted ads on sites known to be accessed by a desired client. Many agencies have established Interactive Media departments for professionals with web design, maintenance, promotion, marketing, and programming capabilities.



# 2010 TOP US BRANDS

Rank	Previous Rank	Brand	Country/Region	Sector	Brand Value (\$m)	Change in Brand Value
1	1		United States	Beverages	70,452	2%
2	2		United States	Business Services	64,727	7%
3	3	<b>Microsoft</b>	United States	Computer Software	60,895	7%
4	7		United States	Internet Services	43,557	36%
5	4		United States	Diversified	42,808	-10%
6	6		United States	Restaurants	33,578	4%
7	9		United States	Electronics	32,015	4%
8	5	<b>NOKIA</b>	Finland	Electronics	29,495	-15%
9	10		United States	Media	28,731	1%
10	11		United States	Electronics	26,867	12%
11	8	 <b>TOYOTA</b>	Japan	Automotive	26,192	-16%
12	12	 Mercedes-Benz	Germany	Automotive	25,179	6%
13	13	<b>Gillette</b>	United States	FMCG	23,298	2%
14	14	 <b>CISCO</b>	United States	Business Services	23,219	5%
15	15		Germany	Automotive	22,322	3%

# 2011 BEST PLACES TO WORK

## **AdAge Best Places to Work in Media & Marketing 2011**

- No. 1 Allen & Gerritsen
- No. 2 BGT Partners
- No. 3 Digitas
- No. 4 iProspect
- No. 5 DataXu
- No. 6 Ubermind
- No. 7 Mr Youth
- No. 8 Airfoil
- No. 8 Airfoil
- No. 10 Orion Trading
- No. 11 Clear
- No. 12 Slingshot
- No. 13 Horizon Media
- No. 14 Leo Burnett
- No. 15 Colle & McVoy

# STAY CONNECTED

Stay connected to the industry with leading advertising magazines, annual conferences, and, of course, NSAC.

**ADWEEK**  
AdvertisingAge®

**NSAC**  
National ~~AA~~ Student  
Advertising Competition

**CAF**

  
AWNY

\*The information in the packet was presented by University of Texas at Austin Communication Career Services.