

MJNC – 2

Sub- Advertising theory and practice.

Topic – Advertising Agencies.

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Advertising agency is an independent company, set up to render specialized services in field of Ad. Many agencies offer a broad image of services. They plan and execute entire advertising campaigns . An advertising agency may consist of one or two or more individuals or it may be large multinational corporation, employing hundreds and thousands of employees.

Advertising agencies develop, prepare and place an advertisement and more advertisements in the media. They also plan-out the marketing strategy and provide counselling assistance for marketing research, sales promotion of products with positive and fruitful activities etc.

Advertising agency earn their income on commission basis on the services which they offer. It costs less for an advertiser to use an agency than to by pass it, because the Ad agency receive commission from the media house, whereas the advertiser normally does not get any rebate, but they may get certain percentage as rebate from ad agency which is the 10 to 15% of the cost of media time or space. Sometimes this rate differ also. Ad agencies pay regular salaries to their employees.

The term 'Agency' is a misnomer. These firms are not agents in the legal sense, they instead are independent companies.

For better proficiency Ad. Agencies have many skills Official, as-

- Managing Director
- Board of directors
- Copy writer.
- Visualizer
- Layout man

- Graphic Artist
- Photo Artist
- Accounts officer
- Customer care Officials
- Typographer
- Medium officer
- Production executives.

There are many government or private Ad. Agencies. 'DAVP' (Directorate of Audio and Visual Publicity) is Ad. Agency of central government of India. Now a days this DAVP term has been changed as 'BOC' (Bureau of outreach communication). 'Progressive' is the Ad. Agency of west bengal government there are many branches of its in other state. There are also many private Ad. Agency also, which performance is better.

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