

WEEK 9

Learning Outcomes:

By the end of the lesson, the students will be exposed;

- How the advertiser briefs, appoints, liaises with and controls the advertising agency

AGENCY SELECTION



Agency Selection

- It is the advertising manager's duty to find and select the advertising agency for the company, although the decision may have to be ratified and endorsed by the marketing department and, possibly, the board of directors.

Finding Agency

- The first is by reputation.
- Advertising manager may therefore seek candidates agencies from publications such as BRAD Advertiser and Agency list.
- Agencies should be asked for their client lists and brochures.

Finding Agency

- ❑ These may be accompanied by a set of case histories showing how the agency tackled advertising briefs set by their clients.
- ❑ Agencies also issue show reels of successful television advertising.

Making a Short List

- From these sources the advertising manager can short-list those agencies he or she considers appropriate to the task.
- It is worth looking at any work the agency has done for clients related to the company seeking an agency as well as unrelated clients.

Making a Short List

- ❑ Other factors are the resources of the agencies.
- ❑ Some of the agencies may have extensive in-house services while others may buy services in from outside suppliers (on a freelance basis).

Making a Short List

- The advertising manager also needs to look at broad costs and the way that the company is likely to be charged, so details of commissions (on media buying) and fees (for consultancy and creative work) need to be established, together with charges for production work.

Making a Short List

- The potential client should also consider what levels of mark-up (or handling charges) are to be added for expenses and bought-in services that the agency uses for implementing the client's account.
- Most companies will ask two or three agencies to make a pitch at which their ideas are presented on how the advertising task could be carried out.

Making a Short List

- ❑ At individual presentation, the advertising manager will expect to see the ability of each agency to solve the company's communication problem.
- ❑ The agencies will be given campaign and advertising brief in order to prepare their presentation (pitch).

Campaign Brief

- ❑ Background on the company's market (market size, market share and competitors)
- ❑ Marketing objectives
- ❑ Target audiences/market segments
- ❑ Product/service (including total product offering)

Campaign Brief

- Timing (for launches or season selling)
- Other planned promotional activity
- Past advertising campaigns
- Existing company, product and brand images
- Market research results

Advertising Brief

- Advertising objectives
- Proposition (or theme for positioning the product, brand or service)
- Benefits, advantages or features that the product might have that differentiate it from its competitors

Advertising Brief

- Tone or style required (humorous or prestige)
- Mandatory client requirements (such as use of corporate identity or house style and straplines)

Working with the Agency

- A major role of the advertising manager is to liaise with the agency on a regular basis.
- This involve a series of quarterly and monthly meetings which are often put into the diary at the start of the client-agency relationship although there will also be other meetings to look and approve the detail of the work being done.

Working with the Agency

- The decisions reached at any client-agency meeting are recorded on a **contact report**.
- This is not the minutes of the meeting but a confirmation of decisions made and an action plan (it is sometimes called an action report).

Working with the Agency

- It will include actions that the advertising manager needs to take as well as actions required from agency personnel.
- Each person who needs to do something will be identified by his or her initials, and the report will be circulated to all those who could be involved as well as to key executives in the company and the agency.