

# The agency world

## 4 key functions

- Managing the process with the client
- Strategic planning
- Creating & producing the ads
- Planning & buying media

# Account management

- Regular contact with client's key people
- Agree on
  - Strategy
  - Objectives
  - Brief
- Ensure brief is understood within agency
- Organise agency resources

# Account planning

- Qualitative research to support creative development process
  - Use of detailed understanding of customer based on market research /experience to develop ad brief → Definition of target audience
- Good knowledge of research techniques & interpretation
- Ability to empathise & argue with creatives

# Creatives

- Turn brief into ideas that will sell
- Combination of
  - Artist or visual tinkers
  - Writer

# Media Planning

- Plan & buy media
  - Identify most effective & cost-efficient ways to reach target audience
  - Negotiate with media to buy specific spots or spaces for best visibility of brand

# Running the relationship

- Establish day-to-day systems for contact and contact reporting
- Agency team needs to learn about client's business and brands
- Primary agency contact = account manager
- Primary client contact = marketing director

# Day-to-day contact

- Regular meetings between key persons for progress report
- Contact through phone, fax, e-mail, etc.
- Routine reports (call or contact reports) = note of decisions made & areas discussed + call to action by named individuals
  - Circulated to everyone involved with the account on both sides

# Major meetings

- Operational meetings
  - New briefs for major campaigns
  - Presentation of new campaign proposals
  - Research debriefs
- Review meetings
  - Look at progress & results
  - Develop ideas for future based on review