

SERVICES OFFERED BY ADS AGENCY

- 1) **Creative Service Dept.** - copy writing ,Art work ,production, with creative people, Ads-LIC ., Bank, product ads.
- 2) **Account Services-** Company account, A/C Executives ,Ads. plan, link bet .Agency & clients.
- 3) **Marketing Services-** media planning , buying ,selection, time ,place , location. Marketing Research- data collection , process . Sales promotion-printing works.
- 4) **Administration And Finance-** Office admin- placement-promotion ,transfer- training, Accounting ,Budgeting , Auditing with C.A.
- 5) **Media Services** – Media planning , Media Mix , Media Buying, Time place,
- 6) **Research Services** - data - collection process , media research , Ads - pre-post – testing ,
- 7) **General Services** - product mgmt., price, designing, Promotion, events mgmt. public services, election, social,

TYPES OF ADS AGENCIES

- **Full Service Agency** – All services- marketing, communications , promotions, placement , creative Ads. M.R, event mgmt.
- **In-House Agencies** – Includes Ads dept. ORG,Lintas-TATA,MARG.HLL.
- **Creative Boutiques** – Only creative work, new innovative ideas,Ad-campaign-Election-slogan. Product introduction- Mac D,LIC,Pulse – polio drive.
- **The Specialist Agency** – Specific areas-social Ads, financial services, M.R.
- **Agency Network** – Branches all over the national –world .AAAA, provide information ,Lintas, ORG-Gujrat-Br. Mumbai.
- **Subsidiaries of Large Agencies** - large com. Branch in local market,In India KARISMA is part of Lintas.
- **Media Buying Agency** –SPL in media buying, OLIMPIC games, press-media for Ads.

MAINTAINING AGENCY-CLINT RELATIONSHIP

- Its base on mutual trust and respect.
- CLAIMTS RESPONSIBILITIES
- Do not hurt ego of agency people.
- Create positive Env. In staff of the agency.
- Involve the agency in product development.
- Provide brief plan of marketing.
- The client must encourage the agency people.
- Clint should not reject approval without strong reason.
- Have faith on the agency.
- Pay agency bills.
- Avoid personal favors from the agency.
- Reduce disputes.