UNIT-8 : ORGANIZATIONAL STRUCTURE OF AN ADVERTISING AGENCY AND PUBLIC RELATIONS FIRMS

UNIT STRUCTURE

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8.1 LEARNING OBJECTIVES

After going through this unit, you will be able to-

- explain the functioning of Advertising Agency and Public Relations Firms
- discuss the role of different sections
- understand the working atmosphere of personnel engaged in Ad Agency and PR Firms

8.2 INTRODUCTION

In this unit, we are going to discuss the functioning of advertising agency and public relations firms

8.3 HIERARCHICAL SET-UP OF AD AGENCY

8.3.1 Role of different sections

Each and every advertising organization runs on a mechanics that has different people and sections. In smaller agencies there are limited people and in larger agencies some of the departments are fragmented for its efficacy.

i. Account Services

The account service department in advertising agency constitutes senior account manager, account manager, senior account executive, and account executive. This department acts as the link between various clients and the departments. For the effective management of any advertising organization there should be a seamless integration between account service department and creative department.

ii. Account Planning

This section mainly constitutes account managers, researchers, strategic direction, and focus groups that help in evolving a plan. Planning process helps in intertwine two important aspects of advertising these are distinctive edges and the relevance of advertising campaign.

iii. Creative

The creative department is the main engine of any advertising organization. Bet it from concept to presentation, in every major segment the creative department has a significant role. Within the corpus of creative segment there are multiple roles and responsibilities such as Copyrighters, Art Directors, Production Artist, Creative Director and Web Designers. In many advertising agencies the art directors and copy writers work in a united manner. The creative director has the responsibility to look at the creative product and should maintain the quality in creative aspect.

iv. Finance

This department is responsible for handling payment of salaries, travel, vendor cots and other payment related issues. The finance department is the main gateway through which money coming into and goes out. They look after the monitory aspects and develop plans and strategies to evolve a strategic mechanism for financial growth.

v. Media buying

The media buying department of any advertising agency manages the advertising space and the time for a successful advertising campaign. The medium for the advertising includes TV and radio, billboards, magazine, internet banners and takeovers. This process involves association with creative department on their initial ideas and address client and their multiple issues related to their coverage. In current scenario with the advent of online media, the media buying process took a drastic shift. More and more clients are moving towards online presence. It also provides opportunity for advertising agency people to cover large set of people in rapid manner. This department is headed by media director.

vi. Production

The production department has the responsibility to execute the concept or the idea into a physical form. During the inception of any idea the creative department and production section associate them to formulate roadmap through which they can come up with strategy to execute certain ideas. In the production process there are multiple layers of work from original photography, hiring typographers and TV directors and to get an ad campaign published.

vii. Human resources and facilities

This department is responsible for hiring and firing employees, monitoring vacations and other leaves. It maintains the overall wellbeing of the employees and looks after the coordination and efficiency in their working system.

viii. Research

Research section enables advertising department to build their resources and provide a wealth of data that could help in formulating new ideas and to grab more and more audiences. This

department carries out focus group study, analyzes and interprets data for the clients and understands new market trends.

CHECK YOUR PROGRESS

Q.1 : What is the function of the creative department in an advertising agency?

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8.3.2 Role of different Personnel

In any advertising organization there are different roles and responsibilities of personals associated. The strength of the organization depends upon the size and wide range of services it is rendering to its clients.

ACCOUNT DIRECTOR/ MANAGER

He is responsible for managing the agency's relationship with its clients. There are multiple activities with which such as delivering creative work that meets the client's needs; addresses any problems that may arise; and to develop-long term relationships with longstanding clients, with a view to maintaining a high retention rate.

Skills required: Business, analytical, problem solving, communication and leadership

MARKETING DIRECTOR/MANAGER

The marketing director manages the marketing process of a business or product. He/She is responsible for promoting the product and the service. With changing time and technological advancement the role of marketing manager has changed a lot.

Skills required: Communication, personable, creative, marketing, strategy, negotiation, analytical, aware of market trends, research, copywriting and editing and leadership

PRODUCTION MANAGER

The production managers are also referred as the project managers and essentially act as the connector between account managers and the people within the agency Production managers are the authority for coordinating and ensuring the orderly flow and time management of all projects from its inception to the conclusion.

Skills required: Project management, time management, organisation, communication, negotiation, customer service, attention to detail, leadership and problem solving.

BRAND STRATEGIST

Brand strategist has the responsibility to grant recommendations on the direction a brand, product or service should take. A brand strategist will analyze current market research data and trends and use the information to advice on, and develop practical solutions for marketing plans and to define the brand elements and tone.

Skills required: negotiation, analytical, aware of market trends, research, teamwork, writing and presenting, communication, personable, creative, marketing, strategy.

DIGITAL STRATEGIST

Due to the advancement of online technology and the growth of digital spaces has enabled the web presence architecture and online strategies for different products and services. He/She carries out certain actionable plans that help in formulating digital channels such as content marketing, web automation, apps building, media/blogger outreach together.

Skills required: Knowhow of the digital technologies, aware of market trends, research, communication, personable, creative thinking, marketing, strategy, analytical and teamwork.

MEDIA PLANNER/BUYER

The role of a media planner/buyer is to identify the most suitable media platforms to advertise a brand, product or service and achieve the objectives of the marketing campaign.

Skills required: Communication, financial acumen, analytical, organization, knowledge of media platforms and negotiation.

CREATIVE DIRECTOR

In advertising agency this role is one of the most fundamental and crucial for the growth of any advertising agency. The creative director leads a team constituted of art directors, copywriters, designers and marketing team. The role of the creative director determines the creative aspect and provides a distinctive edge from its competitors.

Skills required: Communication, leadership, decisive, strategy, marketing awareness, interest in social and cultural trends, understanding of photography, typography and printing techniques and creative.

ART DIRECTOR

The art director has the responsibility to define the visual style of any product, service campaign and manages the style of images for magazines and newspapers. It coordinates the activities from art and aesthetics to the look of any product and the service. They have the responsibility to design and direct the artwork and the layouts.

Skills required: Typography and printing techniques, communication, leadership, expertise in relevant software, awareness of social and cultural trends and decisive.

GRAPHIC DESIGNERS

Graphic designers establish visual concepts based on the direction provided by the art and creative directors. Graphic designers develop the layout and production design for brochures, magazines, corporate reports and digital graphics. With the advancement of digital technology the responsibility of graphics designers has risen.

Skills required: Visual Ideation/Creative problem solving, typography, software, layout, print design and time management.

8.4 HIERARCHICAL SET-UP OF PUBLIC RELATIONS AGENCY

8.4.1 Role of Different Sections:

In any public relations firm there are multiple sections which work in a parallel manner. There are two set of public relations firm a. Agency based PR firm and another one is b. Public Sector

Understanding based Public Relations Organization. With post liberal economy there has been a major boost in multiple firms' related to manufacturing and services. Due to this changeover the agency based public relations firm has grown in an innumerable manner specifically in urban centric areas.

These sections are:

a. Media relations:

This section looks after the press releases, scheduling interviews and coordinating press conferences. Its main goal is to generate positive image of the organization related to its product and the services. The media relations main motive is to provide advertising free of cost. Each and every public relations organization provides enough significance to their media relation activity. It is advised to write copies which have a compelling story line that media will cover.

Some stories can be planned in advance. Others must be written at a moment's notice. Media relations people need to be excellent forward planners and also very flexible.

b. Public affairs

In public affairs the primary assignment is to carry out lobbying, this involves activities associated with making liaison with various government bodies and agencies. The advocates associated with this section of public relations make contact with minister and convince them with information.

c. Crisis management

Often public relations activities are refereed as fire fighting job. During the operational activities any organization witnesses multiple issues that may lead towards crisis. It depends upon public relations associate to manage the issues in positive manner. There are multiple case studies which depict positive crisis and negative crisis management. One of the well known positive crisis management case study is "Johnson & Johnson, and the company's response to the Tylenol poisoning". On the other hand "Bridgestone-Firestone and Ford" has underestimated the tire problem that created a major cause for negative crisis situation.

d. Social media

With the emergence of social media there has been a dramatic change in the communication platform. Many organizations use social media campaigns as an important tool for marketing communication.

e. Employee relations

In any organization there are two different set of publics 'external and internal'. To deal with multiple issues on employee affairs any organization employs 'internal public relations' system. The main goal of the employee relations is to make satisfied, loyal and motivated employees.

f. IMC (Integrated Marketing and Communications)

Integrated Marketing Communication helps in creating completive advantage, boost sales and profits, saves money and manages time. Through the help of IMC any organization helps in image making, developing dialogues and widening the relationship with customers. The unified message strength has more impact than a disjointed from of messages. The main purpose of the message is to boost sales across several communication platforms and to create avenues for customers to become aware and ultimately to make a purchase.

CHECK YOUR PROGRESS

Q.2 : What is the role of Integrated Marketing and Communications in a PR firm?

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8.4.2 Role of Different Personnel :

In public relations profession there are significant roles and responsibilities. Each and every section has a separate team which looks after different set of public relations activities.

Here are some of the most common roles within public relations:

a. Publicist

The role of publicist is to come up with the publicity campaigns and identifying best possible ways to promote their brands to the media and to the customers. There are publicists who work with celebrities to promote their brands and the product. The publicists develop and execute their brand strategy.

b. Copywriter

A copywriter has the responsibility of writing publicity and marketing materials in behalf of clients. This activity is also known as ghost writing process. The copywriter is responsible for press releases and blog posts and usually carried out in accordance to the public relations strategy.

c. Public Relations Specialist

The public relations specialist is responsible for generating press coverage's and media relations for clients. They maintain and develop relationships with media professionals and come up with strategy for pitching stories. Many times the job of public relations professionals is to carry out fire fighting job.

d. Social Media Manager

In this age of social media connectivity, more and more organization has their presence in the corridors of social media. The social media manager works to promote the brand in various social media channels such as facebook, twitter, LinkedIn platforms.

8.5 LET US SUM UP

Let us summarize some of the important points of this unit in the following way-

- The account service department in advertising agency constitutes senior account manager, account manager, senior account executive, and account executive. This department acts as the link between various clients and the departments.

- Within the corpus of creative segment there are multiple roles and responsibilities such as Copyrighters, Art Directors, Production Artist, Creative Director and Web Designers. In many advertising agencies the art directors and copy writers work in a united manner.
- The media buying department of any advertising agency manages the advertising space and the time for a successful advertising campaign. The medium for the advertising includes TV and radio, billboards, magazine, internet banners and takeovers.
- In the production process there are multiple layers of work from original photography, hiring typographers and TV directors and to get an ad campaign published.
- Research department carries out focus group study, analyzes and interprets data for the clients and understands new market trends.
- Brand strategist has the responsibility to grant recommendations on the direction a brand, product or service should take. A brand strategist will analyze current market research data and trends and use the information to advice on, and develop practical solutions for marketing plans and to define the brand elements and tone.
- In any public relations firm there are multiple sections which work in a parallel manner. There are two set of public relations firm a. Agency based PR firm and another one is b. Public Sector Understanding based Public Relations Organization. With post liberal economy there has been a major boost in multiple firms' related to manufacturing and services.
- The social media manager works to promote the brand in various social media channels such as facebook, twitter, LinkedIn platforms.

8.6 FURTHER READING

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8.7 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1 : The creative department is the main engine of any advertising organization. Bet it from concept to presentation, in every major segment the creative department has a significant role. The creative director has the responsibility to look at the creative product and should maintain the quality in creative aspect.

Ans to Q No 2 : Integrated Marketing Communication helps in creating completive advantage, boost sales and profits, saves money and manages time. Through the help of IMC any organization helps in image making, developing dialogues and widening the relationship with customers. The unified message strength has more impact than a disjointed from of messages. The main purpose of the message is to boost sales across several communication platforms and to create avenues for customers to become aware and ultimately to make a purchase.

8.8 POSSIBLE QUESTIONS

A. Short Questions (Answer each question in about 150 words)

Q.1 : Explain the function of account department in an Advertising Agency.

Q.2 : Write a short note on the roles and responsibilities of Graphics Designer.

Q.3 : Explain the function of visual ideation.

Q.4: What are the two types of Public relations setup functional in India?

B. Long Questions (Answer each question in about 300-500 words)

Q. 1: Write a detailed note on the Hierarchical setup of public relations agency in India.

Q.2 : Explain in detail the roles and responsibilities of various personals associated with advertising agency.