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**FACULTY OF MANAGEMENT AND SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**PROGRAMME: BSC MASS COMMUNICATION**

## **COUSE OUTLINE**

**COURSE: ORGANISATION AND MANAGEMENT OF ADVERTISING AND PUBLIC RELATIONS (PRAD) AGENCIES**

**COURSE CODE: MCM 410**

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### **LECTURE NOTE**

## **ORGANISATION AND MANAGEMENT OF ADVERTISING AND PR AGENCIES**

### **PUBLIC RELATIONS AGENCY**

#### **What is PR Agency?**

A PR agency is a professional service firm that specializes in managing and maintaining the public image of businesses, individuals, or organizations. The primary goal is to establish and maintain a positive relationship between the client and the public, enhance brand reputation, and navigate through any potential crises. An external PR agency can provide help for businesses by creating an improved image, expanding their brand recognition, and reducing employee workload. They can also serve as sounding boards for marketing strategies as well as provide feedback on new products or services.

#### **Why Companies Need a Good Public Relations Strategy**

Every successful business needs to have a good reputation for customers to want to invest their time and money with them. Brand credibility and loyalty are key factors for consumers to become long-term buyers of a product or service. Having a good PR strategy helps to create and maintain this credibility.

Regular, good publicity in the media can make brands stronger and improve businesses. When a PR agency lets the news know about a business's offerings, the business can get lots of positive media attention. PR (Public Relations) can boost a business's reputation, create connections with important groups, and help a business grow.

### **Starting a PR Agency**

Starting your own agency, whether specializing in public relations or advertising demands an investment of countless hours. There are many tasks involved in starting an agency, ranging from hiring a bookkeeper to understanding the legal and operational frameworks essential for a successful launch.

Start a PR agency by defining your agency focus, unique value proposition, and services, differentiate your agency from other PR agencies, legally launch and operate your PR agency

**Starting Your Own PR Agency requires the following 10 steps or guidelines.**

- Conduct market research
- Create a business plan
- Legal considerations
- Build a strong online presence
- Network and build relationships

- Develop service offerings
  - Assemble a talented team
  - Invest in technology
  - Implement marketing strategies
  - Provide exceptional service
1. **Conduct Market Research on Other Public Relations Agencies:** before you do anything else, it is important to understand the current PR industry landscape and identify your competitors in the space. This process will help you understand what some public relations agencies are doing well, and where there are gaps that your PR agency can fill in. In turn, you will also be able to get clear on what your unique value proposition will be to differentiate your agency from your competitors. Another important part of this research is identifying your target market or ideal client profile. Get specific on the types of clients you want to work for - are they startups looking to establish their brand, established businesses looking for a brand revival, or individuals who need help with reputation management? Once you can answer these questions, you can create an agency that tailors its services to best meet the specific needs of your target market. This specificity is essential for attracting and retaining clients.
  2. **Create a Business Plan:** Once you've decided on the types of clients you want to serve, you need to create your agency business plan. This process can be broken down into four simple steps: Outlining your agency goals and brand values, Seeking out your target market/ideal clients, Calculating your agency's financial projections and Creating and executing a sound marketing strategy. A well-thought-out business plan is the foundation of a successful company, so make sure it's extremely thorough. Your business plan will serve as your roadmap to scale your agency, and is a helpful reminder of your "why" as a business owner to come back to when things get challenging.

3. **Legal and Financial Considerations to Start Your PR Company:** this is the part that nobody likes to do, but is necessary when launching your PR agency. Legal and financial considerations are areas of your business that you should never cut corners on. Here are some jumping-off points to ensure you are starting and operating a legal marketing agency:
  - Make sure that you register your agency as a legal business entity
  - Obtain the necessary business licenses, local permits, and insurance required to operate a business
  - Consult with legal professionals to ensure that your agency complies with business law and state regulations, including state and federal taxes
  - Open a business bank account for business expenses
  
4. **Build Your PR Agency's Brand Identity Online:** your online presence is often the first impression clients have of your public relations agency, so make sure that your first impression is a good one with a beautiful, functional website. Create websites that not only communicate a client's brand voice, values, and offerings. Register domains that will help you rank well on search engines and includes your business name. **Network and Build Relationships to Find Future Clients:** building solid relationships is especially fundamental to the success of a PR agency, it is public relations, after all. If you can't find in-person events near you, look for online webinars and communities to sign up for to bounce ideas off other industry professionals and explore partnership opportunities and as well attend industry events in person.
  
5. **Develop Your Agency's Business Model and Service Offerings:** define the specific services your agency will offer, such as media relations, media training, crisis management, content creation and event planning. Tailor your offerings to meet the unique needs of prospective clients. Your service offerings hinge on whether you will classify your agency as a traditional PR agency or a digital PR agency.

## **Traditional Public Relations Activities**

Public relations (PR) agencies can take on many different public relations activities, from content generation and media relations management to developing strategic partnerships and creating brand awareness. The public relations activities your agency will perform can vary, but they will generally fall into two categories, traditional PR or digital/online PR.

Traditional PR consists of the following activities: Media Relations, Community Relations, Crisis Management, Internal Communications, Public Affairs, Investor Relations and event planning

- a. Media Relations involves building and maintaining relationships with journalists and media outlets. They carry out the following activities: crafting and distributing press releases, organizing media events and press conferences, facilitating interviews with key stakeholders and responding to media inquiries and managing media coverage.
- b. Community Relations involves creating positive associations for a business or organization within local communities. Their activities include, engaging with community stakeholders, supporting local events and initiatives, establishing partnerships with local organizations and managing communication to address community concerns.
- c. Crisis Management means communicating effectively during times of distress caused by major events or threats to reputation. They do their job by developing crisis communication plans, coordinating response efforts during crises, providing timely and transparent information to stakeholders and minimizing reputational damage through strategic communication.
- d. Internal Communications deals with sharing key information within a company to enable effective employee communication and support company culture, they carry out their activities through: distributing internal newsletters and memos, managing company-wide announcements, facilitating employee feedback mechanisms and promoting a positive company culture through internal communication.
- e. Public Affairs address issues affecting the public and managing relationships with governmental and non-governmental entities. They are bound to engage in legislative advocacy, representing the organization in public policy discussions, building relationships

with government agencies and officials and communicating the organization's stance on relevant issues.

- f. Investor Relations builds and maintain relationships with investors and managing communication about a company's financial performance. They communicate financial results and forecasts, organizing investor conferences and phone calls, responding to inquiries from investors and analysts, ensuring compliance with financial regulations and reporting requirements.
- g. Event Planning PR, organizes and manage events to promote a brand, product, or cause. They conceptualizing event themes and objectives, selecting event venues and coordinating logistics, Inviting and managing attendees and creating engaging content and experiences for event participants.

### **Digital/ online Public Relations Activities**

In contrast to traditional PR, digital/online PR includes the following activities: Social Media Public Relations, Influencer Public Relations, Reputation Management, and Content Marketing

Following are some objectives and activities for digital public relations types:

- a. Social Media PR involve leveraging social platforms for PR, creating and managing social media accounts, crafting and sharing engaging content, responding to comments and engaging with followers, running social media campaigns to promote PR efforts.
- b. Influencer PR collaborate with influencers for brand exposure, they Identify and reach out to relevant influencers, negotiating partnerships and collaborations, coordinating influencer campaigns to enhance brand awareness, measuring and analyzing the impact of influencer collaborations.
- c. Reputation Management carry out the functions of managing and enhancing online reputation, monitoring online mentions and reviews, responding to customer feedback and concerns, creating and promoting positive content to counteract negativity, developing and implementing strategies to repair and maintain reputation.

- d. Content Marketing objective is to create an engaging content for PR. Their activities are to develop blog posts, articles, and press releases, crafting compelling visual content, such as info graphics, utilizing storytelling techniques for impactful narratives.
- e. Sharing content across various online platforms with the aim of optimizing content for search visibility. Conducting keyword research to inform PR content - check out our keyword research template for guidance, building high-quality back links to PR content.

### **Roles of PR Agency**

A successful PR agency involves a team of professionals with diverse skills such as: Public Relations Specialist, Media Relations Manager, Content Creator, Crisis Management Expert and Account Manager, Social Media Manager.

- i. **Public Relations Specialist Roles:** as a PR Specialist, the primary responsibility is to craft and implement PR strategies that enhance the reputation of your clients, conducting thorough research to understand the client's industry, market, and competitors, developing comprehensive PR plans that align with the client's business goals, creating engaging narratives and messages to communicate the client's story effectively, executing media campaigns to generate positive coverage and enhance brand perception and monitoring and analyzing PR metrics to measure the success of campaigns.
- ii. **Media Relations Manager Roles:** as a Media Relations Manager, your focus is on building and maintaining media relationships with journalists and news outlets to secure positive media coverage for your clients. It is the PR duty to identify key journalists and media contacts relevant to the client's industry, establishing and nurturing relationships through effective communication and networking, pitching story ideas and press releases to journalists to secure media coverage, coordinating interviews, press conferences, and media events to generate publicity and monitoring media coverage and analyzing its impact on the client's reputation.
- iii. **Content Creator Roles:** as a Content Creator, your role is to develop engaging and compelling content that aligns with the client's PR strategy through writing press releases, articles, blog posts, trade publications, and other written content, creating

- visual content such as info graphics, images, and videos to support PR campaigns, crafting social media posts that resonate with the target audience, adhering to brand guidelines while maintaining a creative and engaging approach and collaborating with other team members to ensure content aligns with overall PR goals.
- iv. **Crisis Management Expert Roles:** as a crisis management expert, you are responsible for handling potential crises and minimizing damage to the client's reputation by developing crisis communication plans and protocols, conducting risk assessments to identify potential crisis scenarios, acting swiftly and decisively during crises to manage communication effectively, coordinating with relevant stakeholders to address and resolve crises, conducting post-crisis evaluations to learn and improve crisis management strategies.
  - v. **Account Manager Roles:** as an Account Manager, your role is to serve as the main point of contact between the PR agency and its clients, ensuring their needs are met by building and maintaining strong client relationships, understanding the client's business objectives and aligning PR strategies accordingly, communicating effectively with clients, and providing regular updates and reports, coordinating the execution of PR campaigns and ensuring deadlines are met, identifying opportunities for up-selling or expanding services to meet client goals.
  - vi. **Social Media Manager Roles:** As a Social Media Manager, your focus is on managing and growing the client's presence on various social media platforms by developing and executing social media strategies aligned with PR goals, creating content for social media posts, engaging with the audience and responding to comments and messages, analyzing social media metrics to measure performance and make data-driven decisions, staying updated on social media trends and incorporating them into campaigns.
  - vii. **Invest in Tried-and-True Technology and Tools** by utilizing the latest PR, communication, and reporting tools and software to streamline operations, manage client relationships, measure the effectiveness of your marketing campaigns. Investing in technology will enable efficiency across your agency.



- viii. **Media Monitoring Tools:** it is the duty of the PR to keep track of your client's mentions in the press with media monitoring tools like blogs, review pages, and news mentions. To also pinpoint mentions of a focus keyword concerning a business and helps get a sense of brand sentiment.
  
- ix. **Communication and Collaboration Platforms:** the PR fosters effective communication within the team and with clients using tools like slack, open phone and notion for project management. Effective communication plays a pivotal role in building strong relationships with external clients and internal employees to create unison in achieving common goals. These communication tools ensure you are always keeping your clients in the loop on project deadlines and outcomes and letting them know that you are easy to reach if they need help with unexpected issues like crisis management. Your availability level can build or break trust with clients.
  
- x. **Analytics and Reporting:** it is the duty of the PR to measure the success of your PR campaigns with analytics tools such as google analytics and PR-specific platforms using advanced analytics tools which will allow you as the PR person to track key metrics, assess campaign performance and gather valuable insights into the impact of your PR efforts.

### **How to Start a PR Agency**

1. **Implement Marketing Strategies:** having a sound marketing strategy in place is one of the most important steps in the process of starting your own public relations agency. Look to promote your agency through both digital channels and more traditional marketing materials such as trade publications and press releases. The goal of your marketing strategy should be to emphasize your unique value proposition, set you apart from other PR firms, and showcase your agency's success stories to get clients for your agency.
  
2. **Crafting Your PR Agencies Social Media Strategy:** being visible on social media and content marketing are key contributors to succeeding and should help push potential clients

toward your website. Make sure you are constantly posting about your PR agency on social media platforms such as Instagram, TikTok, and LinkedIn. Each platform should contain different content for different user types. Having a well-developed social media editorial calendar can help save you time planning your social media content strategy. For example, your TikTok page should have short, entertaining videos to capture your client's attention. Instagram is a great place to post eye-catching images, videos, and info graphics. No worries if you are not a graphic designer. Canva is a great tool for beginners and experts alike with fool-proof templates and unique design options. You can also create a brand media kit with an easy-to-access project folder containing your brand fonts and colors. Add in tools like Iconosquare or SproutSocial to help stick to a consistent posting schedule and automate your Instagram posts.

3. Thorough leadership goes a long way to providing your unique insight into the public relations industry. Marketing trends, case studies, and valuable lessons learned as an agency owner helps to enhance your credibility. Ideally, your content will be getting in front of the right type of audience as well, as the algorithm feeds people more of the content that tends to resonates with them. Be sure to include links to your agency's newest blog posts on your LinkedIn feed, and encourage readers to engage by commenting or sharing.
4. Provide Exceptional Service: as the owner of your own PR agency, not only should you be highly skilled in public relations activities, but you should also be a persuasive people person. This combination of hard and soft skills is required to provide reliable services to external clients, and for overseeing employees and leading your internal teams well.
5. Understanding the financial aspects of starting a PR agency is also crucial. Costs may include office space, employee salaries, technology infrastructure, marketing efforts, legal fees, and ongoing operational expenses. Creating a detailed business plan will help you estimate these costs and plan your budget accordingly. You will also need to choose your agency's payment structure - i.e. charging clients via subscription pricing, billable hours, or retainers. There are plenty of options you can choose, but how you handle billing clients will influence how much you can (or want) to pay in overhead.

Establishing and growing a successful Public Relations agency requires a lot of hours, and while the profitability of a PR agency can vary, successful agencies can generate substantial profits. As a future agency owner, it is important to utilize a combination of the latest tools and technologies, implement teachings and educational resources like the “How to Start an Agency Course” and most importantly, show up as your authentic self. Keep evolving, stay informed, and consistently adapt to the dynamic landscape of public relations, and you can achieve long-term excellence in the field.

### **In-House Public Relations**

A public relations practitioner who is employed by an organization, to solely manage the affairs of its public relations department can be said to be an in-house public relations specialist. This individual is usually a member of the management board. He advises management on the implications of policies formulated to run the affairs of the organization. Since one of the primary objectives of any organization is stakeholders’ satisfaction; meeting this need is to develop a policy that is stakeholder’s friendly. This include: employees, customers, management, government, community and so on. It is therefore his job to ensure that management decisions cover these areas. Image is everything to a public relations practitioner, therefore if the in-house specialist must succeed; he would draw up programmes that will enhance this course. The in-house public relations manager is the eyes, nose, and ears of the organization where he works. In fact, he is her reputation manager. His other functions include:

- Image and reputation advisor to the company.
- Training staffers on public relations ideas as it relate to the organization’s operations.
- Issuing press releases on behalf of his organization.
- Drawing up public relations budget for his department.
- Organizing press conferences.
- Writing speeches and instructing their presentations.
- Attending media interviews and media chats on behalf of the organization.

- Planning variety of events that will enhance his organisation's image and reputation.
- Write advert copies where an advertising department is absent.
- Engaging in the social media network promotion of the company's goods or services.
- Monitoring trends and predicting their consequences as they affect the organisation's reputation and writing advertorials.
- Designing and producing brochures, bulletins, flyers, magazines, and souvenirs for the organization.
- External representative of the company and Information manager of the company.

In the words of one of the founding fathers of public relations "The fundamental way of getting public approval is to deserve it." - Arthur W. Page. So an in-house public relations specialist must take the reputation of his organization serious than any other thing, because his salary depends on it.

Also, the in-House practitioner ensures he makes public relations ideas a culture in his organization, as we in the field know that you cannot pretend to be who you are not, even if you try to be, you will break out of your shell in no time. Public relations are all about truth, and when it is practice accordingly, it gives issues of life to the practitioner. When, staffs have public relations ideas inherent in them, they produce result that is rewarded in many ways. It could be to attract excellent man powers to the organization, or increase patronage, or gets media supports, or even fall in favour with government.

### **The Strengths of the In-house Public Relations Department**

Every phenomenon has both strength and weakness. Public relations is not exempted in this regard. For the purpose of our study, the followings are the strength of in-house public relations:

1. Proximity to the environment where problems exist and the merit that it offers the department to attend to emergency.

2. Easy access to information since the head of department is an insider.
3. Deep knowledge of the organization and the industry since he is involved there in full time.
4. It is cost effective especially when the public relations' needs of the organization are large.
5. Confidentiality of information is guaranteed, which can be compromised by an outsider.
6. The in-house experience will frequently allow the specialist to take a deeper dive into each project. He may be tasked with running a campaign from start to finish, instead of just touching on certain aspects of the campaign, which often times happens to a consultant.

### **Weaknesses of In-house Public Relations department**

The weakness of any phenomenon is determined by its strength, in the light of this assertion, here are the limitations of in-house public relations' department:

1. The possibilities of the absence of objectivity since his involvement might clothe him with biases.
2. Lack of respect for the head of public relations (on the part of management), since a saying goes "familiarity breeds contempt".
3. It may be cost intensive mostly when the public relations needs of the department are small; as a result, the department will have to buy at retail prices in lieu of wholesale purchase.
4. Absence of essential skills and facilities as a result of limited exposure of the in-house manager to problems beyond his organization.
5. Poor funding of public relations campaigns.
6. Repeating a project could render an in-house specialist redundant and un-wit with carrying out project outside his organisation's operations.

### **Public Relations Consultancy**

Public relations consultancy is another specialized area where public relations professionals operate from. A consultancy is also known as agency, where specialized people who are experts in a particular profession operate from. So a public relations consultancy is a firm where various specialized public relations experts operate from.

A public relations consultancy manages account for so many organizations and individuals on part-time or retainer-ship. Some organizations engaged consultancy to handle some of their in-house challenges even in the presence of in-house public relations department. A public relations consultant is usually multi-tasked in various public relations activities. He renders services in a professional way. He has all the equipment he needed to work with, so he discharges his functions very well.

Public relations consultants provide communication services for all types of companies in entertainment, finance, fashion, education, health care, high technology, publishing, sports, retail, tourism and many other fields. As a public relations consultant you will likely work with many interesting and important people.

### **The Strengths of Public Relations Consultancy**

- a. Objectivity: Public relations consultancy tends to work at a faster pace, with employees constantly jumping around from one project to another and one client to another. If you are looking to work at an agency, it is important for you to be able to juggle multiple projects at one time and not lose sight of the overall goals. Successful time management is vital at consultancy.
- b. Cost effectiveness: a consultancy renders services to its clients. It is believed to have every work tools needed to perform his job excellently. Since the needs of a consultancy are abstract rather than concrete, all that is requested is paying the organization for the service it rendered. It therefore, saves the company of the cost of setting up a public relations department of its own.

- c. Availability of Needed Facilities: a public relations consultancy has all the equipments it needs to solve any public relations problem that it is invited to solve. He knows the basic work tools, since most jobs done in the field are communication oriented. It therefore, acquires communication equipments and facilities to enhance its performance.
- d. Possession of Requisite Skills: consultancy has man-power in various specialties of the profession, so when need arise to solve a particular problem; it launches them out immediately to devour it. It is not everyone in the practice of the profession that is an apostle. Most practitioners specialize in an area of the profession where they are best at. So the peculiarity of the problems will determine whether or not an agency will take up a job.
- e. Access to some sources which the in-house public relations person may not be able to reach. Availability of time to concentrate on the problems given to him to solve. Consultancy maybe necessary when working “outside town” (out of where your organization is located) to solve any pressing issue.

### **The Weaknesses of the Public Relations Consultancy**

The limitations of public relations consultant include:

- a. Compromise of confidentiality on the part of the consultant. He may choose to reveal the weaknesses of his client to its competitor.
- b. The cost of engaging a consultant may not be affordable by the organization. Sometimes, when the job to be given out is small, the charges from the consultancy may scare the organization. So, most organizations only engage consultancy services when they have big programmes

- c. Unlike in-house public relations, a consultancy may not be available during emergency.
- d. A consultant may lack industry knowledge, and this could affect his operations time-wise. Unlike the in-house public relations, a consultant limited exposure to an organisation's history may affect his job negatively.
- e. A consultancy's engagement in an organization might render in-house public relations redundant thereby resulting in wastage and scraping.

Conclusively, a typical public relations consultancy budget is service oriented. A public relations' consultant before commencing his work would prepare and sends proposal to his clients and states his cost elements for approval before implementation.

## **ADVERTISING AGENCY**

### **What is an advertising agency?**

An advertising agency is a business that helps its clients with their advertisements and other communication material to promote an image, product or business. Professionals working at an agency can meet with their clients to determine their advertising needs. From there, they can develop plans based on the guidelines of the client or collaborate with the client for their advertising plans. Some agencies offer clients a full service, which includes everything a client may require when advertising or agencies can focus on a special area, such as social media. An advertising agency is a business that dedicates itself to planning, executing and managing advertisements and other promotional material in communication. There are several types of ad agencies that complete different duties based on their clients' needs and the organization's specialties. Understanding your options in the different advertising agencies can help you determine what organization is best for you and your career goals.

### **What does an advertising agency do?**



The services an advertising agency can offer can vary depending on its area of specialties. The general duties of an ad agency can include creating advertisement plans, print or digital, planning how to execute the project and communicating with the client for their guidance and approval of a campaign. Professionals working in an agency may also work under tight deadlines if the client requests last-minute changes to make to the campaign. These agencies are also responsible for the quality assurance of the campaigns.

After ensuring the advertisement campaign is up to the client's standards, the agency delivers the final product to the client, either with a digital file or with tangible print goods. An agency may also monitor how a campaign is performing and report the results back to their client. This can give them a sign of what to improve next time and what's working effectively for the client and consumers.

### **Types of Advertising Agencies?**

Different types of advertising agencies include:

#### **1. Full-service advertising agencies**

Full-service advertising agencies offer a wide variety of advertising services to its clients, with both traditional and digital options. Clients may choose this type of agency when they desire several advertising options for their brand. Advertisers may choose to work at this agency if they are skilled in an assortment of advertisement skills and enjoy switching between tasks for campaigns. For example, in one campaign, a professional may work on the traditional advertisement and in another campaign, the professional may work on the digital deliverables. Here are some options a full-service advertising agency may offer to clients: Television advertisements, Advertisement campaigns, Content creation, Search engine optimization (SEO), Graphic design, Social media management, Radio advertisements and Web development

**2. Digital advertising agencies:** Digital advertising agencies offer advertising services online. Clients may choose this agency when they only desire to have digital advertisements rather than

tangible advertising goods. Professionals may choose to work at this agency when they are passionate about digital advertisement and their strengths are in this area. Other professionals, other than advertisers, can work in this agency, including copywriters, videographers and photographers. Here are some services a digital advertising agency can offer: SEO, Email marketing, Account-based marketing, Social media marketing, Website design and marketing, Content marketing and Lead generation

3. Traditional advertising agencies: the traditional advertising agencies offer classic styles of advertising for clients. Clients may choose this agency when they're advertising their business to the local area. Professionals may choose to work at this agency if they have a passion for implementing traditional advertising strategies into campaigns for clients. Some services a traditional advertising agency can offer to its clients include: Billboard advertisements, Postcard mail advertisements, Television commercial advertisements, Newspaper advertisements, Radio advertisements and Magazine advertisements.

4. Social media advertising agencies: social media advertising agencies offer its client's social media-focused advertising. You may choose to work in this agency if you are a content creator or have significant knowledge of social media to help optimize accounts for clients. Clients may choose to have this agency help them with their advertising if they desire an increase in their social media engagement or more traffic going to their website through their social media accounts. Professionals work with their clients to ensure the advertising strategy aligns with their business strategies. Here are some services this agency can offer their clients: Establish social media advertisement optimization, Design profiles, Write blog posts, Produce videos, Create content, Write captions

5. Creative boutiques: creative boutiques offer a variety of creative design options for its clients based on their needs. This type of agency allows clients to monitor how their campaign is performing on their own. A creative boutique also allows clients the ability to choose where they place their advertisements. For example, they can choose to place them as an online banner on third-party websites or as sponsored social media posts. A client may choose this agency when they lack creative professionals to produce the desired content.

Professionals may choose to work at a creative boutique because they can create the content and give the analytical portion to the client. Some services this agency can offer its clients include: Building an online community, Creating content, such as social media posts, blog posts or videos and Planning campaign strategies

6. Media buying agencies: media buying agencies work with their clients to choose the best location to place their advertising material. This can include deciding where most consumers may view the material and who is more likely to act on the advertisement when they see it. In this agency, it can include both digital and print campaigns. For example, if a client has a television advertisement for their small pizza shop business, a professional at this agency may suggest placing the television advertisement on a local channel during the news slot.

7. Public relations advertising agencies: public relations (PR) advertising agencies help their clients enhance and maintain their public image. The public image can include the company, its employees and the CEO. A PR advertisement agency can work with companies to feature their business in the news, local or digital community and other industry websites. Clients may choose to use a PR advertising agency to improve the public image of their brand or increase public awareness about them. Professionals may choose to work at this agency because they're passionate about public relations and collaborating with brands.

8. Brand advertising agencies: Brand advertising agencies offer a specialty in branding for clients. Branding is a company's name, logo, colors and overall design that differentiate them from other companies. The goal of branding is to make it recognizable and memorable for consumers to recall. Professionals working at these agencies conduct brand and industry research to determine an effective plan for a brand. Clients may choose this agency when they're starting a new business or wanting a rebranding of their existing business. Professionals may choose to work here because they're creative and have a passion for creating brand identities for clients. Some services a brand advertising agency may offer their clients include: Logo designs, Signage, Brand name development and Color palettes

9. In-house advertising agencies: In-house advertising agencies are agencies that operate within an existing company. This means the agency exists to operate for a single client, which is the company that owns them. For example, a multi-national clothing company has created its own advertising

agency in the office to focus on creating an advertising campaign for the clothing company. Clients may choose this because it saves them money from outsourcing the work. It can also make communication easier when the agency exists where the company is operating.

10. Interactive advertising agencies: Interactive advertising agencies are like digital advertising agencies, but it focuses on the consumer interacting with the advertisement online. For example, a client may request to send their advertisement to mobile phones as personal messages if the consumer opts into the messages. This is interactive to the consumer because it comes to their phone, often with a link they can click on and follow to the website. Clients may choose this advertiser to increase their online engagement and encourage consumers to click on the advertisements that redirect them to their site.

### **Organizational Structure of an Advertising Agency**

Every functional thing needs a proper structure for its smooth functioning. And no matter how unique the advertising world may be, it requires an organizational structure. Advertising agencies are structured to integrate the various services and tasks involved in creating and placing advertising. There may be differences in the organizational structure of an advertising agency based upon its size. On one hand, large agencies often have higher staff strength and departments assigned to develop the strategy, conduct research, create ads, and select the media. Whereas on the other hand, smaller and regional advertising agencies that are independently owned and operated provide the same fundamental tasks of account services, creative and media with a smaller team.

Advertising agency must have a suitable internal organizational structure to keep functioning properly with a smooth workflow. All advertising agencies do not have the same organizational structure. Their structure varies from one another in relation to their size.

### **Typical structure of an advertising agency consists of:**

(i)Contact Department (ii)Media Department (iii)Copy Department (iv)Art Department (v)Production Department (vi) Research Department (v)Accounting and Finance Department (vi)Public Relations (PR) Department (vii)Office Management (vii)Contact Department

- a. Contact department, also known as client department is in charge of keeping contact with their prospective clients of the advertising agency, mostly the advertisers. They function in carrying the important information to the clients, make efforts in retaining and creating new clients, Build the bridge between the advertising agency and the client, helps in boosting revenues, promote the agency by creating new prospects, work efficiently for the quick growth of its organization.
- b. Media Department: media department of advertising agency is responsible for the choice of media. This department selects the best suitable medium for the ad agency that will be suitable for its clients. Before the selection process, media department's initial role is to find out about: the product's nature, the market competition, advertising budget of the client, media trends, preparation of media plans for its clients, media scheduling, supervising the execution and keep constant contact with the media and the client
- c. Copy Department: the copy of the advertising agency is very crucial. It is called the heart of the ad as this conveys a direct message to the consumers creatively. They prepare an attractive copy for its clients and customers, participate in brain- storming sessions and come up with ideas, using their extraordinary skills of putting flair and fluent language while preparing a copy. This department includes copywriters, copy-supervisors, and others. The copy department works in close co-operation with the art department. Mostly, the copy department is the largest department of an advertising agency. It comprises of a hard-working team of qualified professionals and experienced staff.
- d. Art Department: the art department consists of all the artists in an advertising agency. The advertisement finally becomes agreeable and acceptable because of these people in the art department. These people use the principles of real art, probably on software, as a guideline or base to present a product to the targeted audience. The persons working in the art department are known as the "Art Directors". They transform the idea that the client wants to convey, into a simple and beautiful imagery, Preparing layouts and visuals for the clients, they work closely with the copywriters for developing the visual messages, making painted bulletins, posters, car cards, illustrations, slogans, etc.

- e. Production Department: after the copy and art is finalized, the advertisement is sent to the production department for further process. Both the departments, copy and art, create the basic model of the advertisement. The production department takes the advertisement into its final stage. A production manager heads the production department.
- f. Research Department: without knowing the 5 W's and 1 H of the marketing communication, you can never run a successful advertisement campaign. The research department in advertising collects information about the market, market competition, market trends, products and services, competitors, consumer behavior, media trends, new trends in advertising, so on. The success of the advertising agency's advertisement campaign depends upon how hard the research team has done its work. A right direction and the right approach are very important for a successful ad campaign. The research team carries out research and deriving out useful information, critically analyzes the information which they have derived, apply the results in different ways. The agency makes use of above information for executing an excellent ad campaign.
- g. Accounting and Finance Department: the accounting and finance department of an advertising agency looks into the financial and accounting matters of the organization. They function to generate and keep a record of the invoices that the company incurs or gains, sending out regular reminders to the clients for un-cleared payments, clear accounts before or within the due dates, issue payments to vendor parties within or on the due date, keep a track of the monthly and yearly accounts, deposit the government fees on time, manage salary accounts of the employees.
- h. Public Relations (PR) Department: the chief responsibility of a public relations (PR) department is to maintain a cordial relationship among three parties, namely, advertising agency, clients, and media. Every organization may not have a separate department for PR hence, it becomes important for the other members of the organization to build cordial relations with clients and customers. The functions of the PR department are to redress the grievances of the consumers, taking feedback from clients and customers and working on it immediately, serve as a road between the advertising agency and the other parties, maintain a repo, by maintaining the goodwill.

- i. Office Management: the office management department can also be called the HR department of the advertising agency their functions include, recruiting the office staff, carrying out training and development of the newly hired staff, carry out promotions of the deserving candidates, provide welfare facilities to staff, filing and record keeping of all the essential documents.

It is not necessary for an advertising agency to have all these different departments, depending on their scale. But even the small- sized or mid- sized agencies have people for the functions of all the departments. They can hire multi- taskers for that matter. The departments can be merged, but these are the basic functions that the organizational structure of any advertising agency follows.

## **ROLES OF ADVERTISING AGENCIES**

Advertising agencies play a crucial role in the marketing industry. They help businesses identify their target audience, analyse competitors, and develop effective advertising campaigns that resonate with the audience. The roles and responsibilities of an advertising agency include conducting thorough research, developing advertisements, media planning and buying, creative concept development, and campaign execution.

In conducting research, advertising agencies assist brands in identifying the trends in the market, preferences of the target audience, and other relevant information. They also help businesses analyse the strategies of all their competitors (especially the market leaders) and learn from them.

The creative department at an advertising agency is dedicated to developing ads that are consumed by the target audience across different media platforms. This department is involved in activities that form the basis of all advertising services. Here, ad copies are developed, ad film scripts are written, logos and posters are designed, taglines are decided, and advertisements are produced.

Media planning is another essential aspect of an advertising agency's role. Media planners analyse audiences, channels, and ads to communicate messages to intended viewers efficiently. They must work with media buyers and the client organisation to develop a strategy to maximise ROI on media spend.

## **IMPORTANT FUNCTIONS OF ADVERTISING AGENCIES**

The objective of an advertising agency is to see that its client's advertisements lead to greater profits in the long run. Therefore, an advertising agency needs to perform several functions towards achieving this objective. The size of an advertising agency, has a direct bearing over the variety of services that can be rendered to the clients. Generally, bigger agencies perform varied services than medium and small-size agencies. The functions are:

### 1. ADVERTISING PLAN

Advertising agency either prepares or helps in preparing advertising plans and programmes for its clients. Preparing an advertising plan needs concerted efforts and investigative information. In performing this function, the agency should have full information about the products. It may pertain to the product's positive aspects, past record, its position in the competitive market, and competitors' negative aspects, strengths and weaknesses.

A thorough knowledge on markets (consumers) is also very important. Information on what people buy, why they buy it, where they buy, how they buy, how frequently they buy etc., are very important and useful. An advertising agency may be required to conduct a research to obtain such information. Matching the advertising team with product positioning strategy is another important task. Since an advertising agency knows the character of advertising medium, it can suggest a suitable media mix to its client. Knowledge of target market, the media habits and exposure of the target market are required for this purpose.

### 2. CREATION AND EXECUTION

An advertising plan, prepared by the advertising agency will be sent to the advertiser for approval. Once approved, its execution is normally assigned to the agency. The agency enters into contracts with the suitable media and the stage is set for creating an effective advertisement to suit the advertising media. Copy will be written, layouts are made, illustrations are drawn or photographed; commercials are produced, advertising messages are prepared. Billing for service space is done.

### 3. CO-ORDINATION

Coordination is another important function of an advertising agency. It has to ensure a proper coordination between the clients, sales force and the distribution network to ensure long-run success of the advertising programme. The goal of the advertising programme must be to assist



the efforts of sales persons, distributors and retailers to maximize sales for the client. Many agencies also render special services in such areas as market research, publicity, preparation of product literature, etc.

#### 4. RESEARCH

Research may enable them to make stronger presentation to their clients. It may help the copy and art personnel, to create better advertisements for their clients.

#### 5. MECHANICAL PRODUCTION

The function of this department is to transform copy, illustrations and layout into a satisfactory printed advertisement. Obviously, this department interacts closely with the copy and art directors.

#### 6. TRAFFIC

In an advertising agency, the term traffic refers to scheduling and control. This department sets up a work schedule and a routing sequence for each advertisement, and then supervises its progress through various stages in the agency.

Once an advertisement is prepared, it is forwarded to the media which will carry it. It can happen only after copy, illustration, mechanical production and client's approval are on schedule. Where there is no separate traffic department in an advertising agency, the duty is assigned to the production manager or the account executive.

#### 7. ACCOUNTING

The common assignments of the accounting department of an agency include — to check the appearance of advertisements in media, to check media invoices against release orders; to pay media bills; to bill clients and collect from them; to look after such matters as records, book-keeping, and other office routines.

## 8. PUBLIC RELATIONS

The fundamental objective of this department is to build and maintain goodwill with the cross sections of public. The tools used in communicating with the public are corporate advertising and publicity. The main job of this department is to build stronger relations with clients and the various sections of the public — customers, employees, middlemen and shareholders.

### **Regulatory Bodies for PRAD**

Advertising Regulatory Council of Nigeria (ARCON)

The Nigerian Institute of Public Relations (NIPR) is an apex body that regulates the activities and behaviours of the public relations practitioners in Nigeria. The organization, NIPR has so many functions to perform in order to attain its goals, and one of such functions is in the area of promoting public relations in Nigeria and making sure that public relations in Nigeria is also developed.

### **Roles of Regulatory Bodies for PRAD**

The following are the roles of the regulatory bodies for public relations and advertising.

- Advertising Self-Regulation: this help to encourage responsible practice and acceptance of Advertising self-regulation.
- Professional Development: Refocusing professional development through World-class education and training for the marketing Communications industry of tomorrow.
- Industry Forum: Providing a forum to debate emerging professional Practice/social issues and their consequences in a fast-changing environment.
- Advocacy: Speaking for and advancing the freedom of commercial Speech and consumer choice.
- Value of Advertising: Promoting the critical roles and benefits of advertising as the vital force behind all healthy economies and foundation of a diverse, independent, affordable media in an open society.

