

STRUCTURE OF AN AD AGENCY

8 MAJOR DEPARTMENTS

ACCOUNT SERVICES

Maintains relationships and favorable contacts with current and potential advertising accounts. Targets potential advertising clients and develops relationships in order to acquire new advertising accounts.

ACCOUNT PLANNING

This department combines research with strategic thinking. Provides consumer insights, strategic direction, research, focus groups and assist in helping keep advertising campaigns on target and on brand.

MEDIA

The media department plans, coordinates and purchases media space to run advertising that the agency has created

CREATIVE

This is the lifeblood of the business, because the creative department is responsible for the product. And an ad agency is only as good as the ads the creative department puts out.

INTERACTIVE

The Interactive Department designs and creates all of the digital components of an advertising campaign, including websites, banner ads and interactive applications.

PRODUCTION

Ideas are just ideas until they're made real. This is the job of the production department. During the creative process, the production department will be consulted to talk about the feasibility of executing certain ideas.

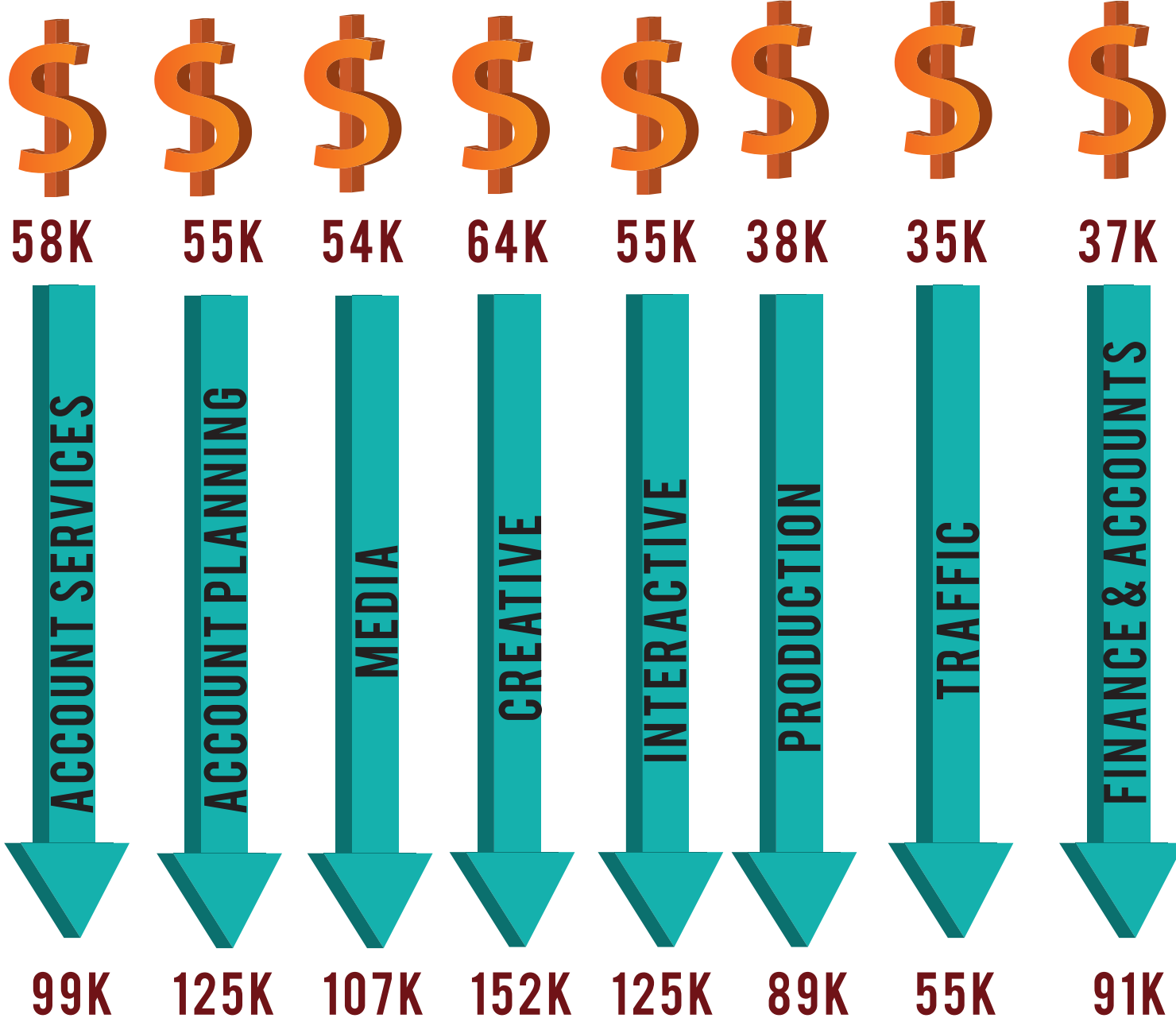
TRAFFIC

Regulates the flow of work. It is the job of traffic to get each and every job through the various stages of account management, creative development, media buying and production in a set time frame.

FINANCE & ACCOUNTS

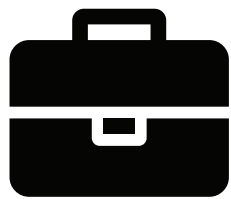
This department is responsible for handling payment of salaries, benefits, vendor costs, travel, day-to-day business costs and everything else you'd expect from doing business

SALARY - MIN TO MAX



PERSONALITY

"THE SUITS" - ACCOUNT SERVICES



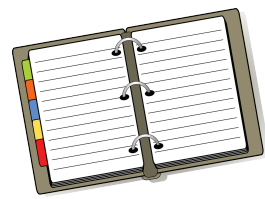
Account Managers are people-oriented and enjoy splitting their time between the client and the agency. They enjoy solving business challenges and building relationships. The best Account Managers have a thorough understanding of business and advertising.

"THE LONER" - ACCOUNT PLANNING



Strategists are generally people who enjoy research and understand how to turn data into an actionable plan for advertising. Strategists spend the majority of their time working alone and with other agency personnel.

"THE PLANNER" - MEDIA



Media Planners and Buyers have a deep knowledge of magazines, newspapers, TV shows, cable channels and Internet sites, and understands the audience for each of these mediums. Media Planners spend less time with clients and more time with agency personnel.

"THE BLOODLINE" - CREATIVE



The best Creatives can continually think of fresh approaches to advertise a product or service and are equally skilled at selling their ideas to clients. Creatives spend less time with clients, but the time they do spend with them is crucial to the agency's sales process.

"THE BUILDER" - INTERACTIVE

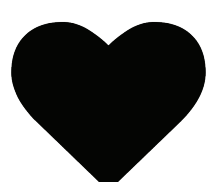


People who work in Interactive are knowledgeable about the latest developments in digital technology and how they are being used in advertising.

"THE JUGGLER" - PRODUCTION



People who work in production are very detail oriented, thrive on juggling a number of projects at once and understand the importance of meeting production deadlines. Production people spend the majority of their time working with other agency personnel and with outside vendors, and have a minimum of client face time.



"THE HEART" - TRAFFIC

Traffic keeps the agency's heart beating. Good entry position because you learn how each department works. These people are well organized and have the ability to handle multiple schedules for every department.



"THE MONEY MAN" - FINANCE & ACCOUNTS

These people are responsible for handling payment of salaries, benefits, vendor costs, travel, day-to-day business costs and everything else you'd expect from doing business