



“बेटी बचाओ, बेटी पढ़ाओ”

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

(Format for Preparing E Notes)

Faculty of Faculty of Education and Methodology

Department of Fine Arts

Faculty Name- JV'n Arbaz Khan (Assistant Professor)

Program- 5 Semester / 3 Year

Course Name - Advertising Art Theory I

Session No. & Name – Structure and functions of an advertising agency.

Academic Day starts with –

1. Marketing Department

To perform marketing related tasks, the marketing department is divided into four areas-

(i) Research

(ii) Sales Promotions

(iii) Direct Marketing

(iv) Public Relations



(i) Research -

Most advertising agencies have a research department whose job is to collect and interpret data to analyze the situation, which is beneficial in advertising planning. To determine the advertising goals, various research campaigns are carried out by the advertising agency, such as market research, product research, detailed information about competitors, marketing process and potential consumers, etc. According to the data obtained from the investigation, the basis of advertising plan is prepared and advertising message is created.

(ii) Sales promotion and other programs –

In order to increase the sales of the product, advertising agencies provide sponsored services for buying and selling to the advertiser as well as offering special reward schemes, special discounts or special goods to attract more consumers, such as - Schemes like getting one item free and another item available are made available. These schemes play an important role in sales promotion.

(iii) Direct Marketing-

Some advertising agencies have created separate departments to provide direct home selling and remote selling services to the consumers. These departments advertiser (firm)The effort to achieve the target set by the advertising plan is accomplished through the plan of direct buying and selling. In this, potential consumers can also be attracted by sending advertisements through direct mail. An attempt is made to increase sales by giving a message.

(iv) Public relations department –

Advertising agencies also have public relations departments. These departments work to contact new customers. For public relations, the help of business meetings, correspondence and personal contacts etc. is used, in which the advertiser is assured of the efficiency of the agency by giving information about the capabilities and achievements of the advertising agency.

2. Creative Department



The creative department is the focal point of an advertising agency. This department works under the Director of Creation. The creative director (creative department) is responsible for the effectiveness of all the advertisements prepared by the agency. The success of an advertising agency depends on this department. After setting the goals of the advertising plan, the creative department takes the advertising plan forward. This department creates the message (advertisement) as per the medium selected for the product. The main person of this department is the Creative Director, who is assisted by Art Director, Copy Writer, Artist, Illustrator and Computer Programmer etc. The role of this department is most important in presenting the product in the market.

This department can be divided into three parts –

- (i) **Copy writing**
- (ii) **Art Department**
- (iii) **Reproduction Department**

- (i) **Copywriting-**



In this unit, some assistant copywriters work under the chief copywriter. This department creates the message according to the advertising policy and advertising goals. In this, the written message of the advertisement is prepared and the advertisement is created accordingly. These advertising messages attract and encourage the consumer towards the product. Thus, advertising message is very important in advertising plan so that the entire advertising plan is affected. The essence of an advertising plan lies in its message.

(ii) Art Department-



The head of this unit is called the art director who portrays the copy writer's ideas in visual form on paper. To assist the art director, there are visualizers, layout artists etc. who prepare advertisements with the help of computers and prepare advertisements for TV. Prepare a series of sketches (Story Board) for advertisements. The actual creation of the advertisement is done in this department. In this department the advertising message takes the form of a complete advertisement. All types of artwork and related photography, illustration and modeling are arranged by this department. Through this process, an advertisement is created and made eligible for broadcast after the approval of the advertiser.

(iii) Re-production Department –

This department works under the production manager. The experts in this department give complete form to the approved advertisement. In this department, models of advertisements and advertising material are also made by machines. Posters, folders, diaries and show cards etc. are also produced by this department. That is, in this department, advertisements are made (graphic reproduction). Print Production Manager prepares models of print advertisements and Broadcast Production Manager also produces advertisements as per the story board (as per plan) by selecting the composers, directors and artists working in it.