

Advertising Agency

Yijin Wang

Dartnell Advertising Agency Guide ,1926

Advertising & Selling and the Advertising Agency ,1923

The Dartnell Advertising Agency Guide ,1924

Ogilvy on Advertising David Ogilvy,2013-09-11 A candid and indispensable primer on all aspects of advertising from the man Time has called the most sought after wizard in the business. Told with brutal candor and prodigal generosity, David Ogilvy reveals: • How to get a job in advertising • How to choose an agency for your product • The secrets behind advertising that works • How to write successful copy—and get people to read it • Eighteen miracles of research • What advertising can do for charities And much, much more.

The History of an Advertising Agency Ralph Merle Hower,1949

Where the Suckers Moon Randall Rothenberg,1995-10-31 For all the right reasons. Cars that can. What to Drive. The perfect Car for an Imperfect World. Only one of these slogans would be chosen by Subaru of America to sell its cars in the recession year of 1991. As six advertising agencies scrambled for the account and the winner tried to churn out the Big Idea that would install Subaru in the collective national unconscious, Randall Rothenberg was there, observing every nuance of the chaos, comedy, creativity, and egotism that made up an ad campaign. One can read Rothenberg's book as the behind-the-scenes chronicle of the brief and very troubled marriage between a beleaguered automobile company and Wieden & Kennedy, an aggressively hip ad agency whose creative director despised cars. One can read it as a history of advertising's journey from the conventionally upbeat slogan Helps Build Strong Bodies 12 Ways to the supercool nineties minimalism of Bo Knows. Either way, Where the Suckers Moon is a face-paced, insightful, and occasionally appalling look at an industry whose obsession with image has affected our entire culture.

Casting for Big Ideas Andrew Jaffe,2003-06-26 In *Casting for Big Ideas*, Andrew Jaffe, industry veteran and Director of the Clio Awards, details important lessons on the management and growth of advertising agencies. He shows how the forty-year-old agency business model is breaking down because the work is becoming marginalized, as clients cut back ad budgets and hire outside marketing services and strategy firms. If agencies are to survive, Jaffe says, they must become idea-focused again and, instead of just making ads, master the art of devising the kind of non-advertising-type promotions that more quickly move a brand into the culture. Based on his long experience in the advertising industry, Jaffe offers practical advice and important lessons for agency heads who want their businesses to stand the test of time. This one-of-a-kind resource covers a subject often ignored—the business side of running an ad agency. Andrew Jaffe (New Canaan, CT) is the founding Publishing Director of Wiley's Adweek and Brandweek books imprints. He is also the Executive Director of the Clio Awards, one of the largest and most famous advertising awards programs in the world, with over 18,000 pieces submitted from agencies and production facilities in fifty-nine countries.

Creative Company Andy Law,1999-07-15 In 1995, a small band of highly creative people who loved the work but hated the workplace established a company designed not only to get the most out of them, but to give the most back - a company in which creativity, curiosity, versatility, and a sense of fun are assets to be celebrated, not encumbrances to be left outside the door. Law recounts how many St. Luke's employee/owners discovered new sources of satisfaction, hidden talents, and even entirely new careers as they encouraged each other to experiment, learn, and grow. Meanwhile, the agency's annual billings soared to more than \$90 million in three memorable years. Complete with revealing tales of advertising legends such as Jay Chiat, Bill Tragos, Frank Lowe, and the Omnicom chieftains, Creative Company offers a fascinating, warts-and-all tour of the advertising industry.

The Advertising Agency (RLE Marketing) Floyd Y. Keeler,Albert E. Haase,2014-09-19 This book discusses the challenges of running an advertising agency in the early part of the twentieth century and examines the organization and operation of such agencies in great detail. One of the earliest manuals on planning and operating an advertising agency, this book was also one of the first to illustrate the vital part that advertising plays in the successful business, using six American advertising agencies as its sources.

The Advertising Agency Business Eugene J. Hameroff,1998-03-04 When the first edition of Herbert Gardner's *The Advertising Agency Business* was published, it was heralded as the most comprehensive management guide to this dynamic, fast-changing business. The second edition established the book as the standard work on the subject. This newly revised edition by Eugene Hameroff continues that tradition. In twenty-eight short, easy-to-read chapters, you will find out how to: Start an agency Manage your agency profitably with key financial insights, including expert guidance on determining income and profit; allocating gross income, developing solid billing procedures; identifying key operating figures; developing timely, reliable financial reports for your agency and for your clients Evaluate an agency Structure ownership Manage, develop, and evaluate personnel Develop mutually beneficial relationships with clients and suppliers Generate new business through aggressive lead generation knowledgeable assessment of client personnel blockbuster presentations Drawing on more than a half century of experience in agency administration, finance, and general management, this all-new edition is the indispensable guide for every advertising professional and for anyone who wants to know more about successful advertising business practice.

A Word from Our Sponsor Cynthia B. Meyers,2013-12-01 During the “golden age” of radio, from roughly the late 1920s until the late 1940s, advertising agencies were arguably the most important sources of radio entertainment. Most nationally broadcast programs on network radio were created, produced, written, and/or managed by advertising agencies: for example, J. Walter Thompson produced “Kraft Music Hall” for Kraft; Benton & Bowles oversaw “Show Boat” for Maxwell House Coffee; and Young & Rubicam managed “Town Hall Tonight” with comedian Fred Allen for Bristol-Myers. Yet this fact has disappeared from popular memory and receives little attention from media scholars and historians. By repositioning the advertising industry as a central agent in the development of broadcasting, author Cynthia B. Meyers challenges conventional views about the role of advertising in culture, the integration of media industries, and the role of commercialism in broadcasting history. Based largely on archival materials, *A Word from Our Sponsor* mines agency records from the J. Walter Thompson papers at Duke University, which include staff meeting transcriptions, memos, and account histories; agency records of BBDO, Benton & Bowles, Young & Rubicam, and N. W. Ayer; contemporaneous trade publications; and the voluminous correspondence between NBC and agency executives in the NBC Records at the Wisconsin Historical Society. Mediating between audiences’ desire for entertainment and advertisers’ desire for sales, admen combined “showmanship” with “salesmanship” to produce a uniquely American form of commercial culture. In recounting the history of this form, Meyers enriches and corrects our understanding not only of broadcasting history but also of advertising history, business history, and American cultural history from the 1920s to the 1940s.

Functions of the Advertising Agency Collin Armstrong,1905

The Marketing Agency Blueprint Paul Roetzer,2011-11-29 Build a disruptive marketing agency for the modern age The marketing services industry is on the cusp of a truly transformational period. The old guard, rooted in tradition and resistant to change, will fall and new leaders will emerge. Hybrid marketing agencies that are more nimble, tech savvy, and collaborative will redefine the industry. Digital services will be engrained into the DNA and blended with traditional methods for integrated campaigns. The depth, versatility, and drive of their talent will be the cornerstones of organizations that pursue a higher purpose. The Marketing Agency Blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency. The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales. It will use efficiency and productivity, not billable hours, as the essential drivers of profitability. Its value and success will be measured by outcomes, not outputs. Its strength and stability will depend on a willingness to be in a perpetual state of change, and an ability to execute and adapt faster than competitors. The Marketing Agency Blueprint demonstrates how to: Generate more qualified leads, win clients with set pricing and service packages, and secure more long-term retainers Develop highly efficient management systems and more effective account teams Deliver greater results and value to clients This is the future of the marketing services industry. A future defined and led by underdogs and innovators. You have the opportunity to be at the forefront of the transformation.

The Advertising Business John Philip Jones,1999-02-10 A significant one-volume reference on the business of advertising, this work is recommended for undergraduate through professional collections. —R.R. Attison, CUNY College of Staten Island John Philip Jones belongs to an elite group of intellectual adventurers searching for true meaning in an increasingly complex communication industry. Anyone involved in understanding

how brands are born and nurtured should follow his work with keen interest. --Andy Fenning, J. Walter Thompson, New York John Philip Jones, best-selling author of What’s in a Name? Advertising and the Concept of Brands and When Ads Work: New Proof That Advertising Triggers Sales, has edited an authoritative handbook of successful advertising procedures. All aspects of the business—creativity, media planning, operations, and specialty advertising—are fully represented in this comprehensive volume. Chapter authors reflect on a global mix of academic and professional backgrounds, and include David Ogilvy, Don E. Schultz, John Deighton Randall Rothnberg, Herbert Krugman, and John Philip Jones himself. Most chapters have been specifically written for this volume, and are complemented by a few adaptations of classic articles. The result is a single knowledge bank of theory and practice for advertising students and professionals. This handbook is part of a series of edited by John Philip Jones, when complete, will comprise a complete library of essential advertising theory and practice. How Advertising Works has already been published; future volumes will address the key topics of brand building and multinational advertising.

Choosing & Working with Your Advertising Agency William M. Weilbacher,1991
Choosing an Advertising Agency William M. Weilbacher,1983
Advertising Agency and Advertising & Selling ,1954
Advertising & Selling and the Advertising Agency ,1951
Papers American Association of Advertising Agencies,1927
Forty Years an Advertising Agent, 1865-1905 George Presbury Rowell,1906

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