



ADVERTISING AGENCY ROLES

JOURNEY TO AN AD

BRAND decides to solve a business problem through advertising, e.g. Nike has a new shoe range coming out and need to tell people

PLANNERS think about the target audience, brand competitors, what message we need to get across, and then write a creative brief

PRODUCTION TEAM takes the idea which everyone is happy with and makes it (design / film / web development etc)

ACCOUNT TEAM form a relationship with the client, discuss the problem and start pulling together a team

CREATIVES come up with ideas for the advertising, writing scripts / drawing storyboards / thinking about fun executions

MEDIA TEAM decide where the adverts go (on what websites / TV channels) and organise the launch

AGENCY ROLES

You can split up the advertising agency roles into 4 categories:



Accounts



Planning



Creative



Production

ACCOUNTS

- The accounts team is responsible for **managing the whole of a campaign project**

- They are the people who **own the relationship with the client** and speak to them regularly to update them on progress, talk about budgets, and keep on top of new incoming projects

- People who work in the account team are **sociable, organised, motivated, good salespeople, calm under pressure, team leaders and adaptable to different projects and situations**



JOBS IN ACCOUNTS

- **Account Executive**
 - The most junior person on the team – organises meetings and documents, keeps up with brand news, works with planners and creatives to keep project running
- **Account Director**
 - Will lead projects with support from Account Executive
- **Business Partner**
 - Will be in charge of communicating with the client to find out about new projects and opportunities
- **Managing Director**
 - Manages the actual agency (away from the clients), making sure the right decisions are made about how to run the business and keep employees happy

PLANNING



- Planners are responsible for coming up with the **strategy behind the campaign**
- They are the people who **conduct the research**, know what's going on in the world, are interested in how people behave, and **come up with the meaning behind the campaign**
- Planners are **thinkers**, curious, **methodical**, have good attention to detail, and **enjoy seeing a project come together using insights they've uncovered**



JOBS IN PLANNING

- **Junior Planner**
 - In charge of researching competitors and consumers, helps write briefs
- **Planner**
 - Comes up with campaign strategy with help from Junior Planner, presents insights to clients and rest of agency team
- **UX (User Experience)**
 - In charge of making sure the flow of the campaign makes sense for the audience (e.g. making sure the design of a website is the most simple way for a person to use it)
- **Data Planner**
 - In charge of looking at social media and other data to gain insight about the audience or the way the campaign is performing to inform next steps
- **Social Media Strategist**
 - Thinks about how the campaign can work across different social media platforms (e.g. what do you do on Snapchat vs Facebook)

CREATIVE



- The creative team is responsible for **coming up with the idea for the campaign**
- Creatives normally work in teams – an **art director** (pictures) and a **copywriter** (words) to work through different ways of bringing to life the client's problem



- Creatives are **imaginative**, curious, **work well under pressure**, full of ideas and **like to keep up with social and technological change**

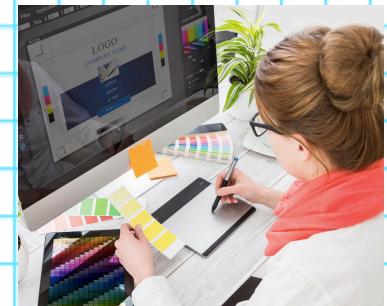


JOBS IN CREATIVE

- **Art Director**
 - In charge of coming up with the visuals for the idea (rough storyboards / concepts)
- **Copywriter**
 - In charge of coming up with the words for the idea
- **Creative Technologist**
 - Comes up with ideas to solve the client problem using new technologies
- **Designer**
 - Designs the look and feel of the campaign (the art director will say draw a house and the designer will decide what the house looks like)
- **Creative Director**
 - Has final say on what idea is chosen to present to the client, nothing leaves the agency without approval from the Creative Director

PRODUCTION

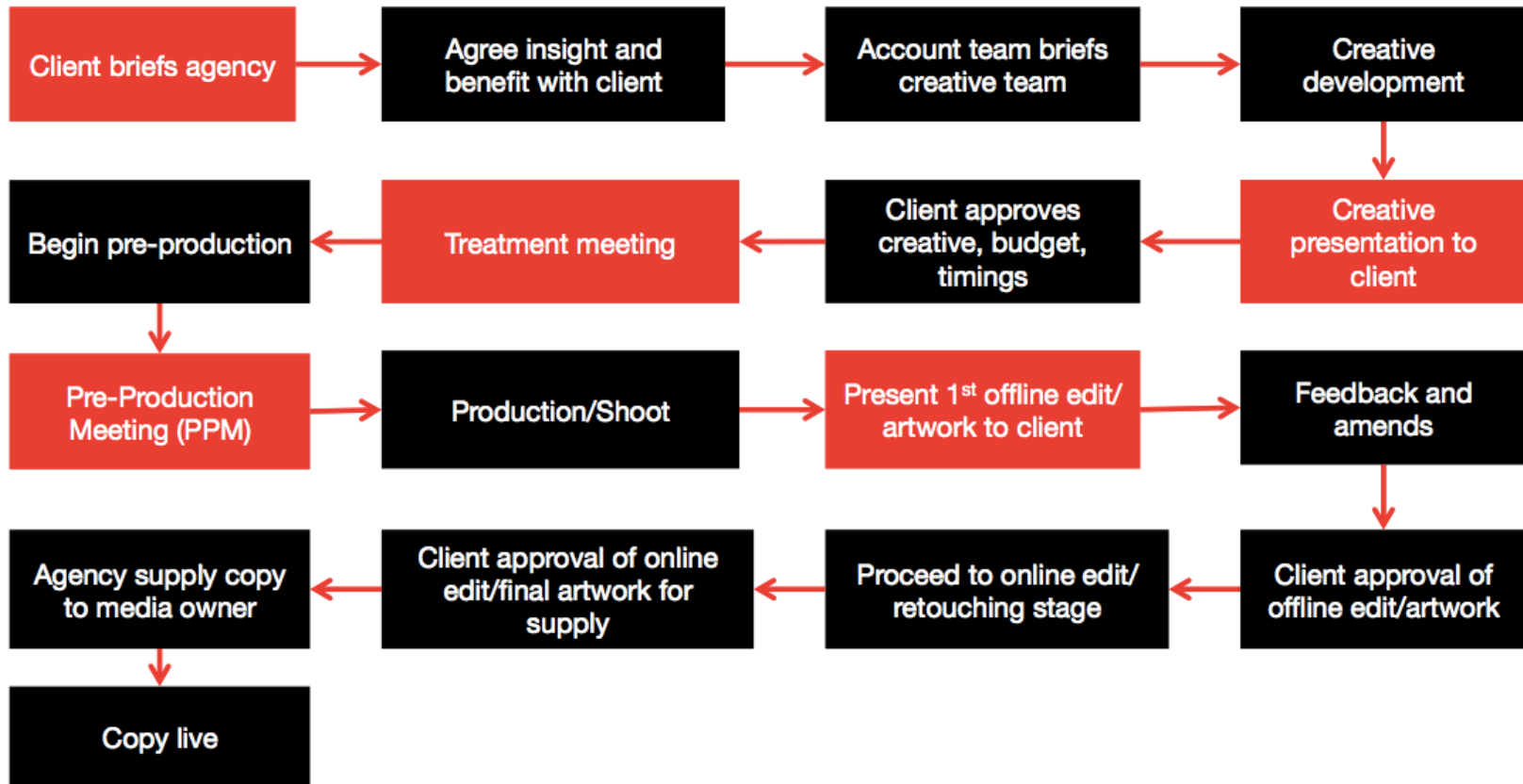
- The production team is **responsible for making the ideas come to life**
- They are the people who do the design, film the video, build the website, organise the event, and **generally ‘get stuff done’**
- People who work in production are **good team players**, work to tight deadlines, like **‘doing’ more than ‘thinking’** and very resourceful



JOBS IN PRODUCTION

- **Film editor**
 - Edits all the footage shot for a campaign
- **Web / iOS / Back-end Developer**
 - Builds websites / apps / software for campaigns
- **Graphic Designer**
 - Makes up the actual images etc for the campaign (e.g. the billboard)
- **Animator**
 - Creates animations for campaign videos / online experiences
- **Virtual Reality Creator**
 - Creates VR content for immersive campaigns
- **Producer**
 - Manages the production of various projects, keeping all of the various people on track (e.g. for a video, they would be in charge of the whole process of taking the creative idea to the filming / editing stage and then releasing the final footage)

AGENCY CREATIVE PRODUCTION PROCESS





Teams tend to be relatively tight knit and all departments work together at different points in the campaign!

OTHER AGENCY ROLES

- **HR**
 - It's important to get the best talent possible in an agency so a great HR department ensures hiring, managing and growing the talent within the agency is done best (for instance, they will conduct the interviews and internal training)
- **Reception**
 - First impressions are really important, so agencies rely on friendly receptionists with a 'get it done' attitude to make sure new guests are welcome
- **IT**
 - Computers, TV screens, internet, email, mobile phones...there is lots of technology in an agency and so it needs a brilliant IT team
- **Facilities**
 - The facilities team is in charge of the building itself and making sure everything in it is working perfectly. They will distribute post, fix any breakages, ensure the furniture is all organised for meetings and generally keep the agency moving
- **Personal Assistants**
 - PAs are the super power behind the agency bosses! PAs organise meetings, make sure diaries are all in check, book travel, organise client interactions and generally make sure that the managers in the agency are on top of their lives – PAs are extremely important, not much would get done without them!

AND MANY, MANY MORE...

- **This is only a fraction of the jobs in the world of advertising, many other roles are crucial to the industry**
- **More to discover include:**
 - **PR Executive**
 - **Traffic Manager**
 - **Data Analytics**
 - **Media Buyer**
 - **Web Architect**

WHICH ROLE DO YOU THINK SUITS YOU?



If you don't know which is best for you, you can try out the IPA Diagonal Thinking assessment to help you work out where your skills best lie:

<http://www.diagonalthinking.co.uk/>

THANK YOU

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