

# The life of an advertising campaign

*and all the people who work to achieve it*

### Stage 1 Client brief (Business and Marketing objectives)



Briefed to, and reviewed by creative agency (Account Executive/Account Manager/Account Director/Account Planners) and media agency (Media Planner and Media Account Director). If the campaign is of some stature, it is possible that a member of the agency management team such as the Managing Director might be present. The brief may require skills that are not sitting in the agency team currently, so hiring in this expertise would sit with the Talent Manager and/or HR Business Partner who would be briefed by the Account team.

### Stage 2 Communications strategy



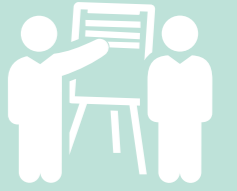
Written by creative agency (Account Planner) and media agency (Media Planner) and approved by the client (Marketing Director). Insight Executives at both agencies may have been involved in providing data which led to insight. At this stage the Media Planners can advise on channels that will work with the communication need, the budget and place where the target audience consumers (which both agencies have agreed on) are most likely to be influenced favourably. At this stage it is agreed how success will be evaluated E.g. awareness, increased penetration, behaviour change. The Strategic approach is approved before moving to the next stage.

### Stage 3 Creative and Media brief



Written by creative agency (Account Planner) and briefed to creative team (usually a Copywriter and Art Director) who have been selected by the Creative Services Manager who knows how many projects each creative team is working on and who has capacity to work on something new. The media strategy is briefed by Media Planner to Media Buyer and as necessary various other media agency roles, such as Biddable, Programmatic, Pay Per Click, Operations Executive, SEO executive etc.

### Stage 4 Creative ideas



Creative team present ideas and executions to Creative Director. If they are happy, it is then presented to Account Management and the Account Planners. Both groups may have feedback. The Account Manager is responsible for making sure the idea and executions pass any legal and regulatory Code(s). If there is a script this would also be discussed with the (TV) Producer as there are various broadcast rules for various mediums/ channels. They will also be able to advise on any budgetary or logistical issues with producing the script before it is presented to client.

### Stage 6 Research



Account Planners agree with Client format of the research (e.g. Quantitative or Qualitative) and arrange with the Creative Services Director for research materials to be produced. Following the research debrief there may be some changes to the executions. (If the idea has failed among the target it may be back to the beginning.)

### Stage 5 Presentation to Client

Creative and the most senior member of Account Management present ideas and executions to the client. Feedback is given, and so long as they do not undermine the core creative idea or regulatory Code(s), one or more creative idea moves into the research stage. The Account Manager keeps the Media Planner informed of the timetable to make sure that there will be time to produce and supply advertising materials as required by the media plan.

### Stage 7 Pre-production



Once client and agency have approved a creative idea or execution post research, Producers or Creative Studio Manager will then take on the project to work with Art Buyers and Creatives to find Directors, a production company, artworkers, illustrators, animators, web designers, developers, or photographers as required. At the Pre-Production Meeting the Producer informs the client about details on how the shoot or production of assets will be carried out. All of which must be approved by the client before progressing to the next stage.

### Stage 8 Production



The account team always accompany the Client on location as the Creative team and Producer's priority is to shoot or record etc.

### Stage 9 Post production



The Account Director and Creative Director present early versions to Client for feedback and often other bodies for regulatory approval. Amendments may be required e.g. retouching a photo, selecting a different pack shot. The Account Manager lets the Media Planner and Buyers know when material can be supplied. Some channels have long lead times (outdoor print or press take longer to supply than a digital radio spot.) If there are supply problems the Media Buyers apply for deadline extensions or amend the booking to help. The materials are delivered by the Creative Services and Production teams.

### Stage 11 Decision on effectiveness



When the campaign has aired, the agency sets about evaluating success (agreed by both parties at stage two). The Account and Media Planners, Senior Data Analyst and possibly an Econometrician are involved in this process. This will determine whether the strategy and work produced is 'Effective' and delivers on the original business and marketing objectives set by the client. All parties require this information: to include in new business meetings (New Business Manager), generate publicity and win awards (Client marketing team), and to communicate internally (MD and CEO). An IPA Effectiveness Award entry may be written by the Senior Account Planner and the most senior Media Planner/Media Account Director with an Econometrician consulted to prove the effect of the communications separate to everything else the marketing department have been doing such as promotions.

### Stage 10 Media data analysed



As the campaign runs, some channels produce data immediately (e.g. click through rates on various types of digital banner advert) and others more slowly (how many of the target watched the TV spot.) Often Media Buyers or Social Media Managers are able keep an eye the data and can optimise the media or channel if applicable. Similarly, if there is an issue with the user journey of a website a UX Designer might get involved to make improvements.

### Stage 12 Reconciliation of costs



Billing and Purchasing Manager reconciles costs and Invoices. The agency will present any over or underspends to the client and discuss further payment/credit steps if necessary. If any problems occur, a finance person and senior person in Account Management or Media Buying will manage this. Teams at both agencies learn from this campaign and this learning feeds in Stage 1 for next time!