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A Study on Functioning of Advertising Agencies with reference to Coimbatore City

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Abstract—Advertising can be considered as the successful resource which is a combination of different techniques that could be used for the purpose of promoting products and services of a company. The brand image and brand awareness can be created by using the advertisements. Nowadays, in this competitive market for getting competitive advantages among their competitors many companies are using advertisements as their major marketing campaigns. Advertising agencies are the group of people who has experienced talented and skilled individuals capable of making efficient advertisements on behalf of companies in order to succeed themselves in the market place. The major advertising mediums in the current markets are newspapers, television, mails, radio, magazines, and brochures, outdoor and social media sites like Twitter, Facebook, MySpace and Orkut. To know attitude towards the advertisement and promotional activities. To Judge the impact of the various advertisement techniques adopted by the advertisement agencies to promote the concept. To suggest alternative tools which can help the companies and advertisement agencies to achieve its objectives in a better manner To study all the promotional tools and programmers taking into consideration the quality of matter and material in an advertisement. To suggest new advertisement strategies and techniques in future.

I. INTRODUCTION

ADVERTISING is a form of communication whose purpose is to inform potential customers about products and services and how to obtain and use them. Many advertisements are also designed to generate increased consumption of those products and services through the creation and reinforcement of brand image and brand loyalty. For these purposes advertisements often contain both factual information and persuasive messages. Every major medium is used to deliver these messages, including: television, radio, movies,

magazines, newspapers, video games, the Internet and billboards. Advertising is often placed by an advertising agency on behalf of a company. Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, on the sides of buses, heard in telephone hold messages and in-store public address systems. Advertisements are usually placed anywhere an audience can easily and/or frequently access visuals and/or audio and print organizations which frequently spend large sums of money on advertising

1.1 Advertising agency:

An advertising agency or advertisement agency is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

Advertising agencies are outside companies that provide for the marketing and advertising needs of other businesses and organizations. Advertising agencies offer a full range of advertising services and advice based on market studies, popular culture and advanced sales techniques. Because Advertising agencies produce logos, creating effective and attractive color schemes to draw the consumer's attention to their clients' ads. They also prepare slogans and brochures, and write descriptive copy for sales materials.

1.2 The Benefits of Using An Advertising Agency

- Added Expertise
- Media Knowledge and Unbiased Advice
- Easier Administration
- Media Buying
- Quality Control
- Information
- Fending off the media
- And when things go wrong
- Cost Saving
- Time Saving

1.3 Limitations of Using The Advertising Agencies

- A main disadvantage of using an advertising agency would be the communication factor.
- If an agency does not communicate or relay it's clients goals and creative wishes properly problems

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