

---

Advertising & Promotional Strategy

---

# THE WORKINGS OF AD AGENCIES

---



  
MULLENLOWE  
GROUP

**Y&R**

**BBDO**

droga

Ogilvy

**HAVAS**  
GROUP

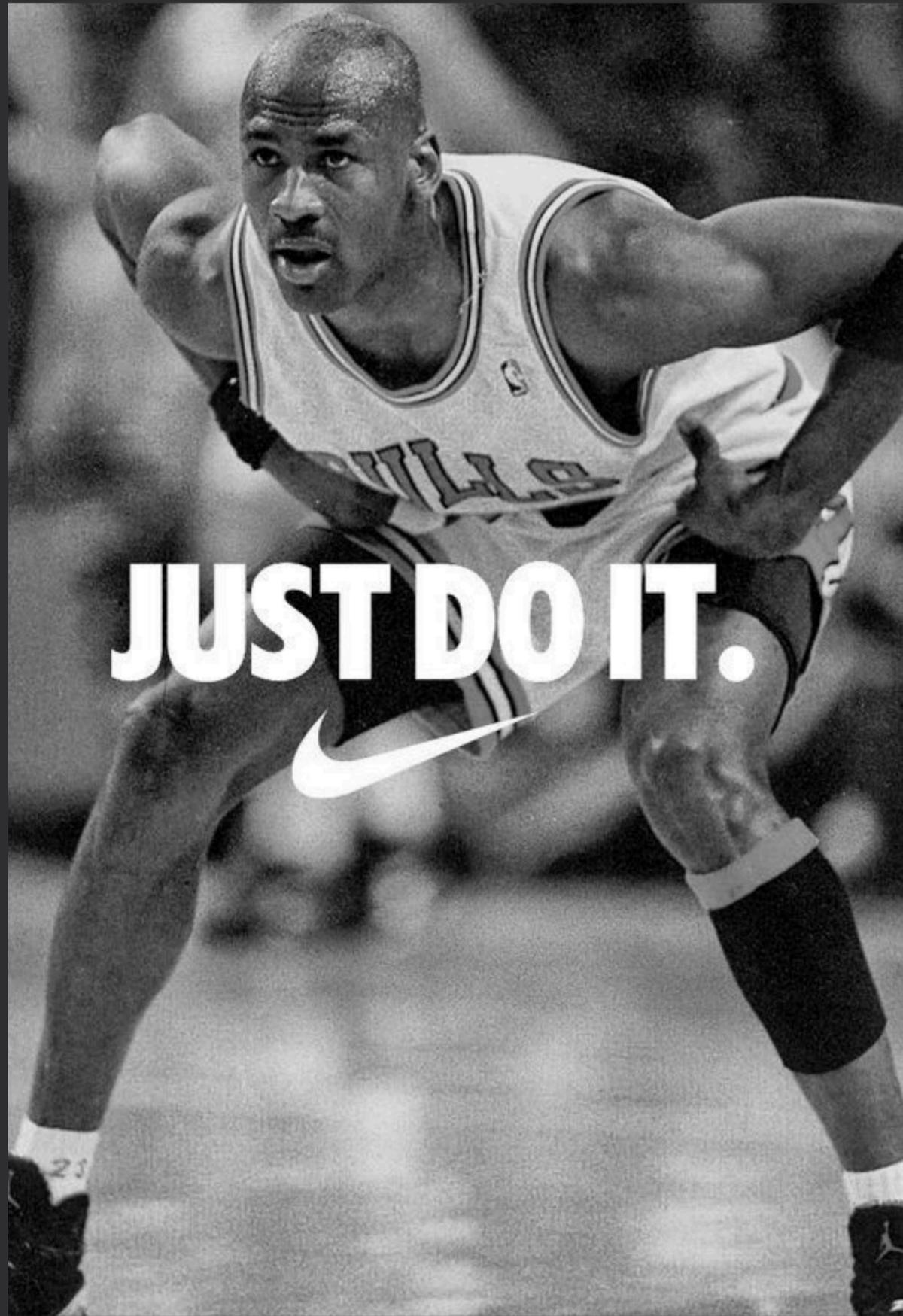
  
PUBLICIS  
HEALTH

 **McCANN**  
WORLDGROUP

**GREY**group



**SPECIAL**



Wiederholen

Kennedy +

# WHAT ARE AD AGENCIES?

- An advertising agency is a company that helps brands create, plan, and manage ads to reach and connect with the right audience.
- They work behind the scenes to shape what we see, hear, and feel about a brand.

## Real-Life Examples:

- Wieden+Kennedy – Known for Nike's "Just Do It"
- Ogilvy – Works with Dove, Coca-Cola, and more
- BBDO – Helped Snickers with "You're not you when you're hungry"

# HISTORY OF AD AGENCIES

**1864**

**1868**

**1869**

**1877**



Selling Ad spaces in  
magazines



James Walter  
Thompson joined  
Carlton's firm



Francis Wayland Ayer  
founded N.W. Ayer & Son in  
Philadelphia, becoming the  
first full-service ad agency  
in the U.S



Purchased the company in  
1877, renaming it the James  
Walter Thompson Company.

# KEY ROLES OF AN AD AGENCY

## Creative Development

- They design ads: videos, posters, slogans, jingles.

## Market Research

- They study audiences to learn what people want and need.

## Media Planning

- They decide where and when ads should appear (TV, online, etc.).

## Brand Strategy

- They help shape the brand's image and message.

## Campaign Management

- They run the whole show and track results.

# IMPORTANCE OF AD AGENCIES

- **Expertise**
  - They know how to create ads that really work.
- **Fresh Ideas**
  - They bring new, creative ways to promote a brand.
- **Saves Time**
  - Brands can focus on their product while the agency handles the ads.
- **Better Reach**
  - They know how to get the ad seen by the right people.

Products don't show up  
when people search online.

Run ads but no conversion

Your Instagram and TikTok  
game is bad!

Don't have in-house  
marketing team

# Digital Ad Agency

Paid Ads (Google, Meta,  
LinkedIn, TikTok)

---

SEO + Content Strategy

---

Web Design

---

Influencer/UGC Campaigns

---

Social Media Management

---

# Digital Ad Agency

**TREAT YOURSELF  
TO THE  
“WORLD’S BEST”**



**BEECHER'S  
HANDMADE CHEESE**

## **Beecher's “World's Best”**

Developed the "World's Best" brand campaign focusing on Beecher's frozen product line

- **100%** increase in website traffic
- **40%** increase in grocery eCommerce orders.
- **60%** increase in social engagement.

Want to launch ad in Traditional Channels. Where to begin?

When to run the ad?

How to negotiate the price?

How to measure the ROI?

# Media Buying Agency

Know exactly where  
your audience is

---

Can create a media plan

---

Can negotiate

---

Track & Optimize performance

---

# Media Buying Agency



CARRYING A GUN CAN GET YOU INTO THE COOLEST PLACES.  
Call Crimestoppers anonymously 0800 555 111.

Want to shape public perception, tell a story

Want more earned media

Need crises management

Build long-term trust,  
not just clicks

# PR Ad Agency

Master at Earned Media

---

Influencer & Media Relations

---

Reputation Management

---

Event Publicity & Press Relations

---

**PR Ad  
Agency**

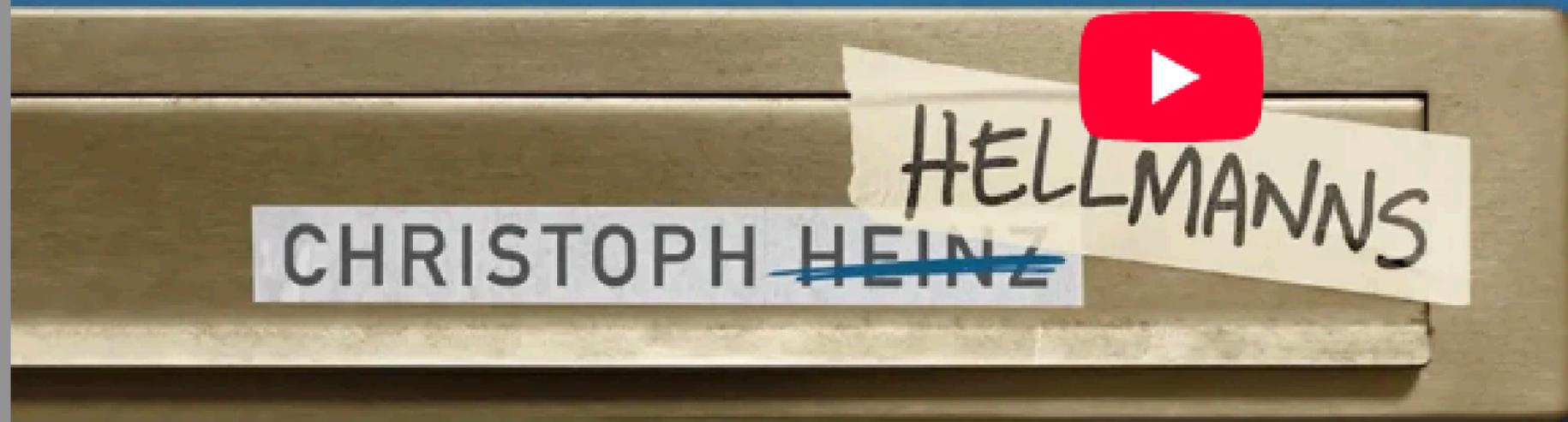


Hellmann's | Heinz Becomes Hellmanns



Copy link

# HEINZ BECOMES



Watch on  YouTube

Edelman

Tired of juggling 5 different agencies

You are ready to scale

Want one team who understands your brand inside-out

Launching a new product.  
Don't know where to begin

# Full-Service Ad Agency

Branding & Strategy

---

Media Buying & Planning

---

Digital Marketing

---

PR & Communications

---

Analytics & Reporting

---

# Full-Service Ad Agency

# Surfer

# AMV BBDO



Surfer (Extended Version) | 1999 Guinness TV Commercial



Copy link



Watch on  YouTube



# Follow the Arches

**cossette**



Have a strong internal team

You need fast execution

Want full control over  
messaging and brand  
direction



# In-house Ad Agency

# Spotify Wrapped



My Top Song  
**Sweetest Pie**  
Megan Thee Stallion (ft. Dua Lipa)

Most Listened On  
**October 31, 2022**

Total Streams  
**243**

Spotify [SPOTIFY.COM/WRAPPED](https://SPOTIFY.COM/WRAPPED)

My Listening Personality

**The Fan Clubber**

You're the type of fan that artists dream of. When you love an artist, you support them with your full heart.

**+ FNVC +**

Familiarity · Newness · Variety · Commonality

Spotify [SPOTIFY.COM/WRAPPED](https://SPOTIFY.COM/WRAPPED)

Top Artists

- 1 Bad Bunny
- 2 PinkPanthress
- 3 Harry Styles
- 4 Megan Thee Stallion
- 5 BADBADNOTGOOD

Top Songs

- 1 Callaita (See...)
- 2 Where You Are
- 3 Late Nite Talking
- 4 Pressurelicious (f...)
- 5 Time Moves Slow

Minutes Listened  
**800,116**

Top Genre  
**Hip Hop**

Spotify [SPOTIFY.COM/WRAPPED](https://SPOTIFY.COM/WRAPPED)

# IKEA (2002) Crispin Porter + Bogusky (CP+B)



# NEW YORK TIMES (2019) Droga5



# HARVEY NICHOLS (2013) adam&eveDDB (London)



---

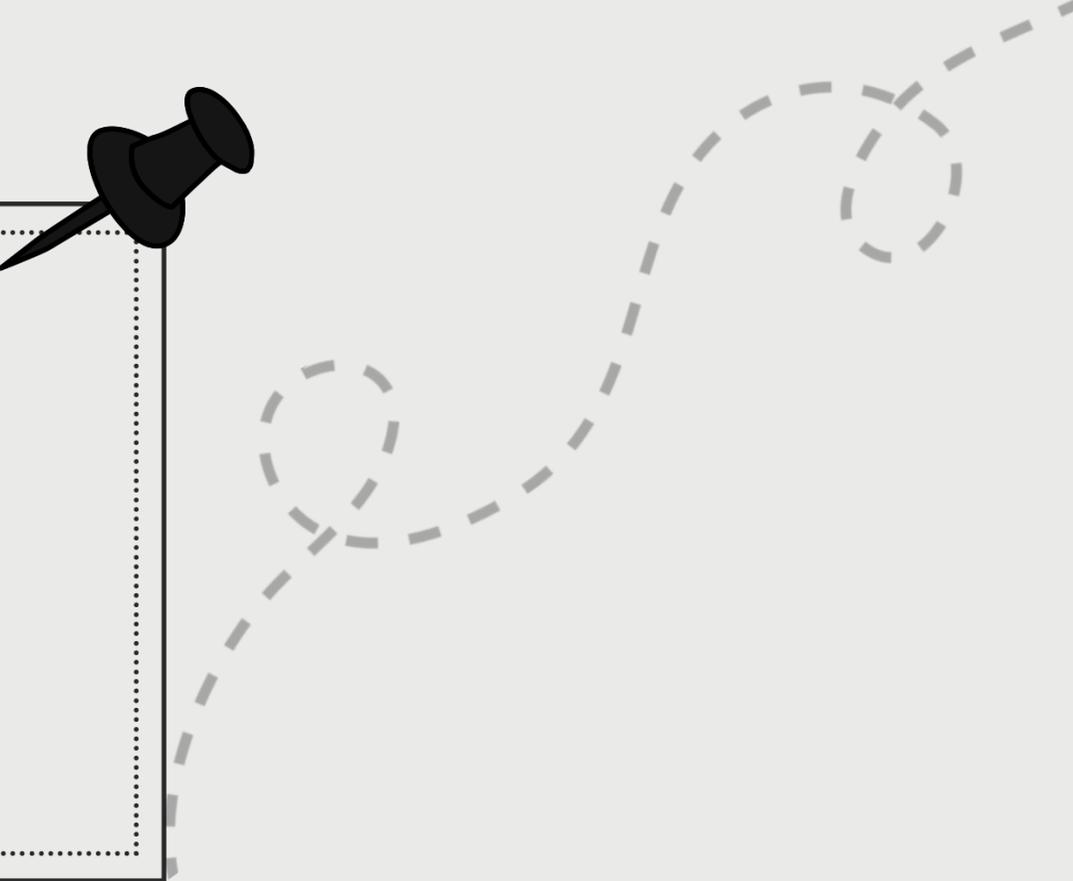
# AGENCY STRUCTURES & DEPARTMENTS

---

I

## Account Management: 'The Connectors'

- Meet with the client
- Understanding goals
- Creating a meeting brief



**Product: Smart Water Bottle**

**Target Market: GenZ**

**Goal: Drive sales, sign-ups**

2

## Strategy & Planning: 'The Thinkers'

- Conducting Research
- Analyse trends: Genz Behaviour
- Defining brand voice and strategy
- *"Positioning StayHydra as a brand that bullies you, lovingly"*



3

## Creative Team: 'The Dreamers'

- Brings vision to life
- Copywriters: "Hey! Your skin called; Its DRY AF so drink up"
- Art Directors: creates the look
- Creative Director: matching creative vision with brand personality





5

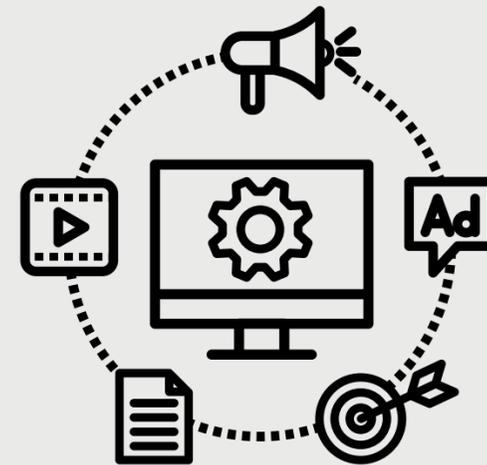
## Production Team: 'The Makers'

- Turn the idea into an actual ad
- Hiring actors, voice artists
- Recording music and shooting

4

## Media Planning & Buying : 'The Strategists'

- Role: Decide where to show the ad for max impact; TikTok, Instagram Reels, Spotify ads, and gym partnerships
- Budget allocation: 60% social, 30% streaming, 10% posters in fitness centers



6

## Project Management : 'Traffic Controllers'

- The strategists submit insights on time
- The creatives meet their deadlines
- Production doesn't go over budget



7

## Analytics & Performance Team: 'Scorekeepers'

- After ad launch team tracking its performance metrics: Impressions, engagement, signups
- ROI and KPIs like Cost per Signup or Conversion Rate
- They figure out what worked and what didn't
- Presenting results to the clients



# *How does an agency charge their clients?*

---

Wieden  
Kennedy<sup>+</sup>

**Retainer  
(Monthly/Yearly)**

Ogilvy

**Project Based  
Billing**

McCANN  
WORLDGROUP

**Commission  
Based Billing**

BBDO

**Hourly Billing**



PUBLICIS  
GROUPE

**Performance  
Based Billing**

**Event Marketing  
Partners**

**Production  
Houses**

**Collaboration with  
External Partners**

**Talent Agencies**

**PR Agencies**

# RIGHT PLACE | RIGHT TIME | RIGHT AUDIENCE

---



A screenshot of a video advertisement for McDonald's 'the Travis Scott Meal'. The video shows a red tray with a burger, fries, a drink, and a sauce packet. The text 'McDonald's | The Travis Scott Meal' is at the top left, with a yellow triangle icon. Below it, 'the Travis SCOTT MEAL' is written in a mix of bold black and red fonts. A red '\$6' price tag is overlaid on the fries. A red play button icon is in the center. In the top right corner, there is a 'Copy link' button with a document icon. At the bottom left, there is a 'Watch on YouTube' button with the YouTube logo. At the bottom center, there is a small disclaimer: 'Available in store and on the McDonald's App. For a limited time, price and participation may vary.'



**X TRAVIS  
SCOTT**

executed by

Wieden  
Kennedy<sup>+</sup>

**execution & numbers**

**GOAL: Driving hype and sales through a celebrity meal and connecting with the youth**

## **EXECUTION**

- **Contactless delivery and drive thru**
- **Social Media and mobile app activation**
- **Limited edition merchandise drop**
- **Retail store integration**
- **Nationwide billboards and ads**

## **SUCCESS NUMBERS**

- **4.6%+ sales growth in implemented stores**
- **1M+ app downloads**
- **\$20 million merchandise sales**
- **#TravisScottMeal on #1 globally**
- **2.1 billion+ social reach in one month**

# Advertising's New Era: Agencies + Brands Today

**ADS AREN'T JUST ON TV ANYMORE;  
THEY'RE IN YOUR FEED AND  
YOUR HEADSET AND EVEN  
FALLING FROM SPACE!**



Social media ad spending  
hit \$268 billion in 2024

# Influencer Marketing- *Social Stars Rule*

---

Agencies use influencers to grab Gen Z and Millennials attention

**VaynerMedia**, known for its social media-first approach, has created several notable campaigns, including those for Pepsi and Duracell, often leveraging viral social media content to launch larger campaigns.

**70%**

of teens trust influencers over celebs

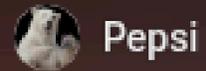
VAYNERMEDIA



# Get Wild with Zach King

*Pepsi reported that sales of Wild Cherry Pepsi experienced double-digit growth following the campaign's launch*

Get Wild with Zach King



Pepsi



# Digital Integration- *Tech Takes Over*

---

Agencies team with tech for VR/AR/AI to boost engagement and stand out.

**DAVID São Paulo** is a top-tier creative agency named after ad legend David Ogilvy. Known for bold, award-winning work, especially with brands like Burger King and Coca-Cola. Their campaigns are recognized for innovation and impact across global markets.

**AR ads boost engagement by**

**72%**

*It's shopping without moving!*



# "Burn That Ad"

*The campaign utilized augmented reality to allow users to "burn" competitors' advertisements and receive a free Whopper*

This block contains a video player interface. At the top left, there is a circular profile picture of a person and the text "One of the most innovative Augmented Reality ADs - 'Burn That Ad' by Burger King". At the top right, there is a "Copy link" button with a document icon. The main video area shows a tall building with a large digital billboard that is engulfed in bright orange and yellow flames. A red play button is centered over the fire. At the bottom of the video, a yellow banner with black text reads "PEOPLE ARE SETTING ADS ON FIRE". At the bottom left of the player, there is a "Watch on YouTube" button with the YouTube logo.

# Sustainability- *Ads with Heart*

---

Sustainability isn't a buzzword, it's a movement, and agencies are helping brands walk the talk

**Leo Burnett** has been creating campaigns that emphasize eco-friendly practices and promote sustainability as part of a brand's core identity. They have worked with numerous brands like McDonald's, P&G, and Coca-Cola.

# 46%

of consumers expect brands to lead on sustainability



**Patagonia** once told customers, **'Don't Buy This Jacket,'** and sales jumped **30%!**

Leo Burnett



# Change a little, change a lot

*This campaign highlights McDonald's sustainability efforts, such as converting used cooking oil into biodiesel and recycling Happy Meal toys into playgrounds.*



Change a little, change a lot | McDonald's UK



Copy link



Watch on YouTube

# Experiential Marketing- *Epic Moments*

---

Agencies are turning brands into moments that matter, making experiential marketing a game changer

**Wieden+Kennedy** *has been crafting campaigns that immerse audiences in unforgettable experiences, making participation the heart of brand identity. They've worked with brands like Heineken, Nike, and Old Spice to redefine engagement.*

# 74%

of consumers say these campaigns boost brand awareness

**ADS EVOLVED FROM  
BILLBOARDS TO  
EXPERIENCES,  
AGENCIES AND BRANDS  
ARE REWRITING THE RULES**

