

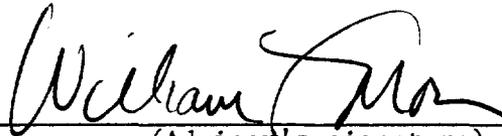
GETTING YOUR FOOT IN THE DOOR -
A CAREER IN ADVERTISING

An Honors Thesis (ID 499)

by

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A handwritten signature in black ink, appearing to read "William C. Moser", is written over a horizontal line.

(Advisor's signature)

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TABLE OF CONTENTS

Section I

Introduction	1
The Purpose of Advertising	2
Types of Advertising Agencies	3
The General Process that Occurs in Advertising	4
Marketing Objectives	4
Marketing Strategies	5
Creation of the Advertising Campaign	5
Preparing the Campaign	5
Evaluation	6
The Importance of Objectives and Strategies	6
Agency Organization	6
The Function of Each Department	7
Administrative	7
Account Management (Services)	7
Account Planner	8
Media	8
Creative	8
Salary and Advancement Opportunities	9
Entry-Level Positions	9
Training	10
Job Security	10
Job Availability	11
Women in Advertising	11
Advertising People	12

Know Yourself 13

Section II

Introduction 14

Grades and Activities 15

Education 15

Experience 16

Marketing Versus Journalism Majors 16

Uncertainty 17

Resume and Cover Letter 18

Preferred Format 18

Work Samples 19

Personality 20

Appearance 21

Attitude 21

Questionnaire 23

SECTION I

Introduction

The first section of this paper is to give you, the reader, a general idea of what advertising is about. It will address the issues of why advertising exists, what advertisers do, what types of positions are available, and what you can expect from the industry. It will also address what the industry expects of its people.

The Purpose of Advertising

As with any career area, making the decision of whether or not advertising is for you means understanding the industry. The advertising industry and its product, advertisements, exist for the sole purpose of selling products or services. Advertising agencies try to accomplish this in a number of ways. When a product is new or is entering a new market, the advertising agency tries to familiarize the consumers with and about the product. When an advertising agency is dealing with a more established product, they may continually remind consumers about the product. Companies are continually updating and improving products, so advertising agencies attempt to spread the news when something about a product changes. Sometimes events occur which cause consumers to lose faith and confidence in a product, so the advertising agency tries to reassure consumers. Some advertising is done to create a favorable impression about the company in the minds of the consumers. This is also known as goodwill advertising. The advertising industry and its product is very dynamic. Advertising is changing and becoming more complex. How advertising is done, what type of advertising is produced, and where the advertisements are seen may involve hundreds of highly specialized people just to advertise a single product. Advertising is a central part of business operations today. The industry is strong and it will continue to stay that way as long as companies compete for consumer dollars. As Bart Cumming said in the 1987 Sales and Marketing Career Directory, "advertising is by far, the most effective method of telling the most people about a company's product and convincing them to buy it."(1:142-144)

Types of Advertising Agencies

Advertising agencies, like many other types of firms, vary according to the size of the company and the size of the market they serve. The advertising industry has also been hit by the "merger mania" of the past few years. Many small agencies have been bought and/or merged with the larger, often international-sized, agencies. Advertising agencies can generally be placed in two basic categories - general consumer and specialized. The type of work a person does will vary greatly depending on the type of agency they work for. When you think of an advertising agency, you normally think of a general consumer agency. General consumer agencies tend to be large. However, depending on the market, some general consumer agencies can be medium-sized to small.(2:9) General consumer agencies offer general or full services. These companies have the personnel and the expertise to handle virtually any advertising/marketing assignment they may be given.(1:147) Specialized agencies cater to a particular type of account or they offer a specific mode of advertising.(2:10) Some agencies begin as full service, but end up specializing in a particular type of account. This is because they have a limited amount of personnel, and these people become "specialists" at a particular type of advertising.(1:147) There are many types of specialty advertising, for example, business-to business (trade), direct marketing, entertainment, medical (health care), and political.(1:147-149) Some agencies even specialize in different facets of the advertising process, such as media buying, creative, and public relations.

The General Process That Occurs in Advertising

There is a general process that occurs in the advertising of a product, service, or company. There are five general steps in this process. The size of the market and the size of the company whose product is being advertised determines how many of these steps are done by the company alone, and how many steps are done by the company and the agency together.(3)

Step One - Marketing Objectives

The first step is to determine the marketing objectives. The marketing objectives answer the questions of what, who, and where.(1:145) This is where an understanding of marketing is extremely important in advertising. The client may have the marketing objectives clearly defined before they come to the advertiser, or they may not have a real clear idea of their objectives. Whichever the case, the advertising agency people must go over these objectives with a client or help the client develop these objectives. It is extremely important that both parties are clear in their understanding of these objectives so that the eventual product, the advertisement, will be satisfactory and successful. The rest of the process in the creation of the ad rests on this first step. If the client has not made his objectives clear, the agency could spend a great deal of time, wasted time, doing ads over and over trying to make the client happy. If the objectives have been improperly set or not well understood, the ads will not produce the desired results.(3) For the rest of the process to proceed smoothly and to produce the desired results, the company must first know what they want the advertising to accomplish. They need to

clearly state what the results should be. The company must then determine who the potential buyers are or which specific customers they want this campaign to reach. Finally, the company must decide on where these potential buyers are.(1:145) This, of course, is determining the target market.

Step Two - Marketing Strategies

The second step is to develop the marketing strategies. This entails determining the methods or types of advertising, and which media should be used to reach the potential buyers and meet the marketing objectives.(1:145)

Step Three - Creation of the Advertising Campaign

The third step is to create the advertising campaign. In this step, the agency and the client work together to determine what the advertising should say to the consumer, and how it should say it.(1:145) Everyone involved should focus on the objectives for the development of the campaign to go smoothly, the objectives become important. The agency needs to understand what the client is trying to accomplish or what the message is, as well as who the client is trying to reach.

Step Four - Preparing the Campaign

The fourth step is actually preparing the campaign, doing the printing, and producing the broadcast on either radio or television.(1:145) This step becomes easier, at least in terms of what must be done, if the other steps have been done properly. The previous steps have set the constraints in which this step must fit.

Step Five - Evaluation

The final step in the process is the evaluation of the advertising. The company determines if the advertising met the objectives.(1:145) There are several tests which can be done to see if the advertising will be successful, even before it hits the market. The Burke Test is one such type of test. If an ad does not score well on the Burke Test, it will never reach the public.(4:75) There are also tests that can be done once the advertisement is on the market. However, the test that clients watch most closely is whether or not their sales increase.(4:75) As was stated earlier, advertising is most often done in the hopes of selling a product or service.

The Importance of Objectives and Strategies

As Jane Maas said in her book, "people not in advertising often ask how copywriters and art directors 'dream up' ideas for print advertisements and commercials. These ideas actually evolve from the strategy. A statement agreed upon (and sometimes bled over) by the client and the agency, as to whom the product should be sold to and why." She goes on to say that "the key items of a good strategy are: target audience, the benefit to the consumer, and the reason to believe that benefit, also known as a 'support'."(4:72)

Agency Organization

Since there is a general process of events that occur in the production of advertisements, agencies often have similar organizational structures. However, it is important to understand that even though agencies perform similar functions, they often identify their departments and the positions of their personnel differently. In some agencies, people may perform many functions within the firm.

While in others, usually larger agencies, people only have one job or function. Most advertising agencies generally have four basic departments, they are: administrative, account management or services, creative services, and media. Depending on the size of the agency and the number of personnel, the general departmental headings are usually broken down into other departments, with these departments having people performing many different functions. The positions available within an agency often vary. Some other departments or positions within an agency may be in media, production, traffic, accounting or bookkeeping, program production, consumer research, copy research, market research, personnel, international advertising, and public relations. Usually, the larger the agency, the more different departments there are. Smaller agencies often have people who perform many different functions described by general departmental headings. For example, the Research Department in some agencies perform all types of research, consumer, market, and copy.(1:147)

The Function of Each Department Administrative

Although the departmental and functional titles may vary from agency to agency, the actual functions performed are very similar. Obviously, there must be at least one or more people to manage the agency and make sure it runs smoothly. This, of course, is the job of the administrative personnel.(1:147)

Account Management (Services)

The Account Management or Account Services Department contains the most visible positions within the agency. The people who work in this area are responsible for maintaining good relations with the clients.

They work with the clients to determine the clients' wants and needs and to establish the strategies. The account services people coordinate the agency skills to meet the needs and strategies of the client. A position within account services requires a good understanding and knowledge of marketing. These people need an understanding of the client's business and most importantly, a full and complete understanding of their agency, its services and capabilities.(5:192)

Account Planner

Another position is that of Account Planner, which sometimes is a function of an account services person. The job of the Account Planner is to set the marketing mix objectives, as well as the campaign objectives. They then plan the role that the advertising will play.(5:193)

Media

Many agencies also have a Media Department or people who function as Media Planners. These people are responsible for choosing the best and most economical ways of reaching the desired target market. They must work within a budget as well as the marketing constraints and objectives set by the client and the agency. Many agencies have buyers and planners combined. After the media schedules have been set, the buyer negotiates with the media to get the time slots or space at a reasonable price.(5:193)

Creative

The Creative Department is the final department that is most common to advertising agencies. The Creative Department is made up of

the artists and the copywriters who actually create and design the advertisements. Of course, the artists must be very creative people with drawing and graphics abilities. The copywriters write the actual works that are seen in the ads. These people also write words that describe the ads, but these words never get published. Copywriters need an ability to think in words and pictures. They need to be able to express ideas in a lot of different ways. They also must have the ability to work as a team member and to accept criticism.(5:192-193)

Salary and Advancement Opportunities

There are many different types of positions available in advertising. Advertising offers a great deal of variety. It is also very challenging. The advertising industry bases advancement on a person's ability to do a job. If you are good at what you do and work hard, the advancements will come. There is no set career path in advertising. Because there are so many different opportunities, a person can usually begin in one area and move to another fairly easily. The salary and other compensation in advertising is also based on a person's ability to do their job. Starting salaries in the larger markets are around \$20,000. However, in the Indianapolis area the starting salaries are lower, often beginning around \$12,000. Although these seem low, if a person gets in the door and works hard, they can and most likely will advance.(3)

Entry-Level Positions

The entry-level positions within the industry vary depending on the agency and the market. Some of the common entry-level positions are that of assistants, for example, assistant or trainee account

executive, research assistant, junior copywriter, and assistant media planner and/or buyer. In some markets, some people even begin in clerical or secretarial positions. Because this is such a competitive industry, getting your first position is in some respects the biggest challenge. There are also other routes into advertising. Some people begin by selling advertising space for newspapers, magazines, radio and television stations. Some people also begin with an internship. Most agencies do hire people for the summer or for an internship. It is important to understand that the hiring for both interns and permanent employees is done on a need basis. When an agency acquires new accounts and the workload demands more people, the agency will hire part-time help or enlarge the permanent staff. New people are also hired as people advance or leave the agency.(3)

Training

Most advertising agencies do not have a specific training program. Usually, an entry-level person is put to work with someone else in the agency. The training and learning experience comes from "hands-on" work. Some of the very large agencies have more defined training, but most of the learning of the job comes from simply doing the job.(3)

Job Security

Many people will work for more than one agency during their career. As they increase their skills, they may move to another agency for advancement purposes, or for a salary increase. Others change agencies for a change of atmosphere or to work with other types of accounts. Some people leave advertising agencies to work on the corporate level doing in-house advertising. Advertising is not a very

secure industry, especially in larger agencies. Advertising jobs are based on the work they do for their accounts. If an agency loses an account, some jobs may be lost. This is especially true in the larger agencies where people work on only one account. The Indianapolis market and others of its size are generally more secure because the agency personnel usually work with more than one account.(3)

Job Availability

The advertising industry is very competitive. Finding that entry-level job right out of school demands hard work and persistence. There are many more people trying to get into advertising than the industry could ever use. There are almost 20,000 students majoring in advertising in college. This figure does not include the many other people with different majors who will try to get into advertising, such as people with majors like marketing, journalism and some liberal arts students.(1:156)

Women in Advertising

Advertising offers a wealth of opportunity for women. Women are on the boards of many of the major advertising agencies in the country. Women hold many upper level management positions. In fact, women have been advancing in advertising longer than they have in most other industries. Women even dominate some of the advertising agencies in Indianapolis. This is not to say that women are better at advertising than men are. Some people believe that because advertising is a rather liberal industry and because advancements are based on ability, the advertising industry just began advancing women sooner than other industries. Many times women seem more sure of what they want in their

careers. They also seem to work harder to prove their abilities because they feel they must since they are women.(3)

Advertising People

As Bart Cumming said, advertising is an "exciting, fast-paced business....but not one for the faint-of-heart." (1:145) If you are wondering if you have got what it takes to be in advertising, consider some of the common words and phrases that often come up when discussing the industry and the people who work in it. Pressure - advertising people are constantly under a great deal of pressure. They must be able to work with people yet still be able to compete with them. Advertising people must have excellent communication skills. Advertising people need to be able to accept responsibility, learn quickly and be flexible. They also must be curious and have good problem-solving skills. As Roy Glah, Senior Vice President and Deputy General Manager of J. Walter Thompson USA said in the 1987 Sales and Marketing Career Directory,

"To be an outstanding advertising professional:

- You must be a student of marketing, advertising, and consumer motivation.
- You must learn and understand the role of advertising in selling products and services for companies, and how an advertising agency creates that advertising for them.
- You must be sensitive to intrinsic human values and to historical and contemporary trends in our country.
- You must learn about the media - radio, television, newspaper, magazines, and outdoor - what kinds of people they reach, how many they reach, and how much cost is involved."(6:174)

Know Yourself

Knowing whether a career in advertising is for you, takes a good understanding of yourself. You need to honestly consider your likes and dislikes. You need to consider what your strong points are. You should think about the ideal types of positions you see yourself in. You can also consider your past work experience and activities to determine what you would and would not like doing in a job.

SECTION II

Introduction

Now that you have decided that you would like to pursue a career in advertising, you have to begin your job search. The second part of this paper is to address some of the questions you may have about looking for your first position in advertising. It is written from the perspective that you are a college student with little or no advertising experience. The information in this section of the paper is based primarily on information that was collected from interviews with advertising professionals. The interviews were conducted in a conversational manner with all questions being open-ended (see Appendix 1). The individuals represent agencies of different size in the Indianapolis area. The information gathered from these individuals has been compiled to represent the general opinions of all of them, and they will be referred to as one source.

Are Grades and Activities Important?

Many people worry that their grades will not be high enough. Good grades are important since they demonstrate your ability to learn in a given situation. However, grades are not the only factor advertising interviewers take into consideration when they are looking at a prospective employee. They also look at the activities you were involved in while you were in school. This does not mean which clubs or organizations you joined, but which ones you actually participated in. Leadership abilities become an important factor when looking at prospective employees. Interviewers like to see a person who is willing to do something extra. They like a person who shows a propensity to go beyond what the average student is doing. You can use your activities to demonstrate skills that could easily be adapted and transferred to a working situation. However, it is extremely important never to falsify this type of information just to make your resume look good. Interviewers may become suspicious of people who have been involved in an excessive amount of activities. They may also determine, through the interview process, that you were not actually involved in everything you say you were. Dishonesty will not get you a position. Also, keep in mind that people have lost their jobs once they begin working because the employer finds out that the person falsified his or her resume.(3)

Is a Four Year Degree Necessary to Work in Advertising?

For a few positions, such as the art or secretarial positions, a four year degree may not be necessary. However, for most other positions in advertising, a four year degree is a must. Four years of college give people a chance to grow and to learn in ways that they

otherwise would not have the opportunity to. It gives people a chance to learn and interact with other individuals in ways that they do not get from high school, nor do they really get from a working situation. Because of the complexity of advertising, the industry now demands that people have a college education, including business courses. However, at least in the Indianapolis market and most likely in other markets of its size, an M.B.A. is not necessary. In fact, some people are actually turned off by M.B.A. students because of their attitudes and expectations. However, in larger markets and in larger agencies, M.B.A. students may be highly regarded.(3)

Is Experience Necessary?

Experience is always a plus in any industry, but interviewers understand that you have to start somewhere. They look to see if people have done any other work at all. They try to determine if any of this work in anyway relates to something in the advertising industry. The experience need not necessarily be directly related to advertising. Any type of work experience is better than none at all. It is important to remember that you are being compared to other people, and anything that differentiates you in a positive manner will give you an edge.(3)

Do Advertising Agencies Prefer Marketing Students or Journalism/Advertising Students?

Advertisers are looking more and more to students with a background in marketing. Graduates with a marketing/ advertising background are more suitable to the industry today than are journalism/advertising majors. Journalism/ advertising majors may be well suited for the area of copywriting. However, due to the nature of

the industry, some marketing knowledge is a must. The need for an understanding of marketing is apparent from the description of the general process that occurs in advertising. This process was discussed in the first section of this paper. Advertising is still a bit of an art, but it does demand an understanding of the consumer market and how it functions. Advertising is useless if it gives the wrong message or reaches the wrong people.(3)

How Do Interviewers Feel About Applicants Who Are Unsure of Exactly What They Want to Do?

Uncertainty is a rather common occurrence among graduating college students. This is especially true of students who have had little or no work experience. Some uncertainty is expected by interviewers. They understand that the nature of their business allows for few people to come to them with experience. They also understand that students come to them after being bombarded with a great deal of different theoretical information. However, a small understanding of the industry, its positions and its people will clear up some of this uncertainty. If a person does not know whether he or she would rather work in the Creative Department or with Account Services, then this tells the interviewer that perhaps the applicant should not be in advertising at all. The applicant must display some type of general knowledge about the industry. Interviewers also prefer to see that an applicant knows something about their specific agency. Students wishing to get into advertising need to do research and network. A great deal of information can be gained from advertising organizations, marketing groups, and area Business Journals.(3)

Resume and Cover Letter Details

Because communications skills, both oral and written are so important to the advertising industry, applicants must demonstrate excellent skills in both areas. Interviewers and other agency personnel are appalled by the number of cover letters and resumes that they receive with spelling and grammatical errors. Some employers will overlook what they feel are obvious typographical errors. However, the majority of the interviewers feel that any type of error is unacceptable. Most interviewers feel that any error in the cover letter or the resume shows a lack of attention to detail. Detail and thoroughness are of utmost importance in advertising, and because of this, mistakes of any kind are generally going to eliminate you as a candidate. Accuracy in the names and titles of the individuals you are writing to are also important. Always attempt to send your resume to a person rather than simply a title. Names are very personal, so always use the correct name and spelling of the individual you are writing to. This type of information can be easily attained by simply calling an agency and asking the receptionist to whom resumes should be sent and how to spell his or her name.(3)

What Type of Format is Preferred?

Unfortunately, the style preferred varies according to the personal tastes of the interviewer. Some people like to see some creative resumes. However, overall, the business format of a resume, such as chronological, functional, or targeted, works best. Advertising professionals are extremely busy people, and they do not have a great deal of time to spend reading resumes. They prefer resumes that are brief and easy to read. It is important to make every

effort to keep your resume to only one page. Many interviewers believe that as a graduating college student, you simply do not have enough experience to constitute a resume of more than one page.(3)

Do Interviewers Like to See Samples of an Applicant's Work?

Interviewers like to see examples of the work you have done. If you have had some type of agency or other advertising experience, let the interviewer know. If you have some marketing experience, inform them of this as well. Interviewers understand that recent college graduates most likely do not have any advertising material. They normally ask applicants to provide examples of any writing done in college. Some agencies, after narrowing the number of applicants down to two or three, will give each of these people an advertising assignment. The applicants are given an assignment much like they would do if they were employed with the agency, and they are paid to complete it. Then the applicants present their recommendations. In this way, the agency can see what abilities each applicant has. They see the way a person works under pressure and in a real work atmosphere. The interviewer can also see the applicant's communication abilities, because the information is presented both in written and oral form. Some advertising professionals also suggest that applicants put together some of their own advertisements. This entails taking an existing advertising campaign and doing your own campaign for the product. This does not mean only the ads themselves. You go through the entire advertising process. To give the interviewer some idea of your abilities, you must create objectives, strategies, the actual visual advertisement and/or copy, and the media plan.(3)

What do Advertising Agencies Look for in a Prospective Employee's Personality?

The most important abilities for you as an applicant to have, if you are just out of school with no experience, are the abilities to think on your feet and a willingness to work very hard. Advertising agencies like to see applicants who can learn quickly because the industry allows little time for training. As was mentioned earlier in the report, training is generally hands on. The interviewer needs to see that you can quickly and easily grasp concepts and begin applying them. They like to see people who can be trained; in other words, people who do not have preconceived ideas of what advertising should and should not be. Interviewers also look for self-starters, and people who are real "go getters." They like to see that an applicant does not expect to be started at the top. Some entry-level positions are a great deal less than many college graduates expect. However, if you are willing to start at the bottom and work hard, you will advance quickly in most cases. They also look for people who are flexible and work well under pressure. The advertising industry is often compared to a roller coaster. Some periods may be down, or slow, while others may be up and very busy. This can be very hard on a person's emotions, so an interviewer likes to know that a person can handle it. Depending on the agency and the type of position you are applying for, some agencies like to see that you have some creative ability. Employers also attempt to hire individuals whose personality will fit in with that of the other people in the office. In advertising, the employees must get along and be able to work together.(3)

Appearance

As with most industries, appearance is very important. When interviewing, you must always look very professional. Advertising is a business and applicants should look the part of a business professional. Individuality in style is fine in the office/work atmosphere, but interviewers prefer business suits for the interview. They like to see that you understand that advertising is a business, and that you take it seriously.(3)

Attitude

Your attitude is one of the most important factors in your search for a position in advertising. You need to be positive, energetic, and willing to work very hard. You must have an attitude of success. You must set goals and strive to reach those goals. If there is a particular area that you want to be in, tell this to the interviewer. Be aggressive in your job search and have confidence in yourself. However, you should remember that you may not be able to start in exactly the area you want. Interviewers like to see an applicant who is willing to start anywhere, and who will work very hard to move up. Another fact that you should keep in mind is that you are dealing with very busy people. After you send your resume to someone, you should follow-up on that letter. You should tell the person you will contact them on a specific day, and then you should do it. You have much more time than they do. They do not want to spend all of their time trying to contact you.(3)

You have got to believe in yourself and your abilities. Give the interviewer a reason to hire you. If you do not believe in yourself

and your ability to get hired, then the interviewer will not have a reason to believe that you should be hired. However, be very careful not to cross the line from confidence to arrogance. If you know yourself and your abilities, you will be able to get the job you desire. You may have to work for it, but your goals are attainable.(3)

APPENDIX I

QUESTIONNAIRE

What do you look for in an applicant?

Resume
 Personality
 Qualifications
 Creative Ability
 Drawing/design
 Writing (experience)
 Communication skills
 Presentation abilities
 How important are grades?
 Which weighs more heavily, grades or activities?

Is experience in an advertising agency or some other type of specific advertising experience necessary?

What type of educational background is most suitable and preferred for prospective employee?

Do you prefer only advertising majors or do you hire other types of disciplines?

Do you prefer a journalism/advertising background or is a business marketing/advertising background suitable?

Is a marketing background suitable?

Is a strong computer background necessary?

Do people with computer background have a better chance over other applicants who do not have a computer background?

Experience with many types of software?

MIS knowledge?

Is a four year college degree necessary to get into advertising?

Is more schooling becoming important, such as graduate degrees?

How do you feel about an applicant who is unsure of exactly which area of advertising they want to work in?

Someone who comes in and says that they are willing to work very hard at anything.

Is this type of uncertainty detrimental?

Do you find that women do well in advertising in general?

Some say that women have more creative instincts than men do, do you find this to be true?

Would you hire someone for the summer or a part-time basis?

Would you consider hiring someone for an internship?

Do you prefer to be contacted by telephone, or should applicants simply send a cover letter and a resume?

Are there entry-level positions that are common to this industry?

Where do your new employees generally begin?

Do people normally begin jobs in this industry straight out of college, or do they normally come to the advertising industry from other businesses?

Do you train your new employees?

If yes, what type of training do you offer?

Do you budget or plan to hire a certain number of new people each year?

Is there a career path that is common among ad agencies, or do your employees follow different paths according to their particular abilities and interests?

Could you describe some of these career paths?

Are the positions available in a small agency different from those that are available in larger agencies?

In your opinion are there more opportunities in a small agency or in a large one, particularly for someone just starting out?

How secure are jobs in the advertising industry in general?
Are they more or less secure in Indiana?

What are the advantages to working in an advertising agency as compared to working in the Advertising Department for one company?

Are entry level salaries fairly competitive in this industry?

How do agencies go about getting their clients?

Many agencies list themselves in the telephone book under both advertising and market consulting, what is the difference between the two?

When an agency provides both services are the entities totally separate?

Is there a cross-over of personnel for the two entities?

Do you find that more companies are going to in-house advertising?

What trends do you see in the advertising business?

Do people within advertising have the opportunity to travel, or does it depend on the size of the agency and their particular position?

How much travel is normally involved?

Do people normally stay in the business a long time?

Do many advertisers stay with the same company throughout their whole career?

APPENDIX II

LARGEST INDIANAPOLIS ADVERTISING AGENCIES

(RANKED BY NUMBER OF LOCAL STAFF)

	Name, address, telephone	No. of local staff	No. of accounts	Annual capitalized billings	Agency principal(s)	Other offices	Specialties	Representative clients	Year founded	1986 rank
1.	Montgomery Zukerman Davis Inc. 1800 N. Meridian, 2nd floor 924-6271	63	71	\$32 million	Robert L. Montgomery Alan B. Zukerman Harry L. Davis	Chicago Milwaukee	retail/consumer local, regional, national, sports marketing	Hudnut for Mayor, White Rock, McQuik's Okabe, Indiana State Fair, Kimball International (piano & organ div.), Pizza Hut, Methodist Hospital, Coca-Cola, Hook Drugs, Calzetti Gas & Coke Utility, First Indiana Bank, Maplehurst Farms	1950	1
2.	McCaffrey & McCall Inc.* 25 East Cedar, Zionsville 873-5900	44	5	\$15 million	Robert McQuade	(1)	advertising, direct marketing, sales promotion	Jenn-Air, Hi-Educational Services, GE/CA Consumer Electronics, Bank One, Intellect	1984	5
3.	Handley & Miller 1712 N. Meridian 927-5500	43	19	\$16 million	Richard T. Kreuzer	none	full service	Indiana Bell Telephone, Indianapolis Power & Light, Hardee's Area VI, Delta Faucet, Indianapolis Symphony Orchestra, Indianapolis Water Co., St. Francis Hospital, St. Margaret Hospital	1961	3
4.	Pearson Crahan & Fletcher Group Keystone Crossing, Suite 295 259-0163	40	45	\$15.5 million	Ronald K. Pearson	none	consumer, business to business, sports	St. Vincent, PSI, H.H. Gregg, Whaison Van Lines, Brownrig Investments, Fashion Mall, Tucker Hotel, P&G/Indianapolis, Chamber of Commerce, Channel 6, WKLR, Peoples Bank, Sunquest Systems (Waffle House)	1976	4
5.	Caldwell-Van Riper 1314 N. Meridian 632-6501	38	30	NA	Frank J. Wernhoff	none	total campaigns	GTE Midwestern Telephone Operations, Paper Art Div. of Mennen, Indianapolis Star-News, Jenn-Air, Indianapolis Airport Authority, Indiana Gas, Knutl Faber Glass	1910	2
6.	CRE Inc. 22 E. Washington, Suite 400 631-0260	30	30	\$10.1 million	Michael Brook Les Boyle	none	full service advertising, CRE/PR, public relations division	Continental Express, United Student Aid Funds Inc., Tuchman Cleaners, General Devices, RCI, Endless Vacation Magazine	1971	6
7.	Bloomhorst Story O'Hara Inc. 200 S. Meridian 539-4436	23	NA	\$11.5 million	V.J. Story	none	banking, package goods, tourism, retail	Anderson Banking Co., Hoosier Celebration 88, Indiana Dept. of Commerce, Merchants National Corp., Preston-Sawyer, Stokely USA	1967	9
7.	Hickman & Associates Inc. 8900 Keystone Crossing, Suite 540 843-1113	23	35	\$8 million	Vaughn B. Hickman	30 affiliates worldwide	consumer, retail, business to business, health care, financial	Graham Computer Centers, Boehringer Mannheim Corp., St. John's Hospital, Railroadmen's Federal Savings & Loan	1968	7
9.	Quinlan Advertising 8902 N. Meridian, Suite 140 573-5080	21	25	NA	John McShay, John McCaig	none	business to business, industrial, consumer	Hendrickson International, Radisson Hotel Indianapolis, Wavelle, Paradise Pump, Blue Cross & Blue Shield of Indiana, WTHR-Channel 13, Grain Dealers Mutual Inc.	1937	9
10.	Garrison Jasper Rose & Co. 9240 N. Meridian, 2nd floor 848-1084	18	27	\$8.5 million	Mike Glenn Tom Robb Joe Smith	none	full service, business to business, consumer & retail, pharmaceutical and health care	Freestone Building Products, PT Components Inc., Kamear Architectural Products, Speedway Petroleum, Union Carbide Coatings, Seragan Diagnostics Inc., Modernfold	1936	8
11.	The Design Group Inc. 3444 N. Washington Blvd. 924-2444	16	42	Declines to disclose	Kenneth Ayres	none	corporate communications	Declines to disclose	1969	not ranked
11.	Richards & Associates 5623 W. 73rd 298-3331	16	15	NA	John Richards	none	retail, industrial	Bill Estes Chevrolet, General Motors Corporation, MCL Cafeterias, Harri-Jones, Reis-Nichols, Conner Pranks, Teddy, Girrys	1966	not ranked
13.	Marlin A. Lave Marketing Inc. 3901 W. 86th, Suite 340 872-0971	15	14	\$4,820,000	Mary Lave	none	direct marketing and general	L. Fish Furniture, Pace Seller Corp., Education Management Corp., Harcourt Management, First National Bank	1980	12
14.	Haynes & Pittenger Direct Inc. 303 N. Alabama 262-4800	14	20	\$3.5 million	Thomas J. Haynes	none	direct marketing	General Electric, American Family Insurance, Kenra Inc., American Legion Auxiliary, Governors Task Force to Reduce Drunk Driving	1983	20
14.	Metro Marketing Group Inc. 2625 N. Meridian, Suite 18 825-8363	14	32	\$4.5 million	Al Trestral	Chicago	retail, business to business, consumer, marketing	Karaddy Fried Chicken, Jilly Lube, S & H Tool, Precision Turn-up Centers, State Distributing Corp.	1983	12
16.	The Majestic Group Inc. 47 S. Pennsylvania, Suite 501 632-2021	13	30	\$4 million	Chris Wirthwein R. Bryan Keller James Ideer	Zionsville	business to business, industrial, agri-marketing	Calahan Seeds, Calahan Enterprises, Automatic Valve Co., Oxford Management Co., Gibbs Aluminum Die Casting, Sommer Metacraft, New Idea Farm Equipment, Bristol Myers USP & G, Blanco Products Co.	1979	not ranked
16.	TMG Communications Inc. 2802 E. 55th Pl. 259-7222	13	7	\$1.6 million	Gary Mathewson	none	sports promotion, computer software	Pony Manufacturing, Audio Electronics, Applied Software Inc., Cycle Dispatch & Delivery Inc.	1970	20
16.	Young & Laramore 6367 N. Guelford 257-8752	13	20	Declines to disclose	David Young Jeff Laramore	none	financial and health care services, business to business	Mayflower Transit Inc., F.C. Tucker Co., Kimball International, Anacorp, Sunbeam Development, Lincoln National Pension	1983	20
19.	Hodder-Russo Advertising 8802 N. Meridian, Carmel 848-1339	12	27	Declines to disclose	R.A. Hodder III Steven A. Russo	none	automotive, automotive aftermarket, health care	Indiana Nissan Dealers, NAPA Collins Oldsmobile Inc., Harman Kennedy, Bedroom One	1982	14
19.	The Perkins Group Inc. 7255 N. Shadeland Ave., Suite A 842-9555	12	25	\$11 million	Wm. F. Perkins Diane M. Nichols	none	media buyers	Blue Cross & Blue Shield, Bank One, Guarantee Auto Stores, Marathon Petroleum, Noble Roman's, Mervyn Simon & Associates, Overhead Door, Forum Group, WKRN, WEWS, American Cablevision, Res	1980	20
19.	Shepard Poorman Advertising & Design 7301 N. Woodland Dr. 293-1500	12	10	\$2.5 million	Russ Jahn	none	advertising, design, media, telemarketing	Bay Development Corp., 1st Care of Indiana, Indiana Brace Co., Five Star Linumaine, Electrical Systems, Indianapolis Business Journal, Barth Motor Co.	1976	not ranked
19.	Laurence Charles Free & Lawson 9100 Keystone Crossing, Suite 665 848-5981	12	NA	\$300 million	John O'Neil	New York Milwaukee Detroit	retail consumer advertising	McDonald's, American Tobacco, Bristol Myers, Carol Inc., Gordon's of Gloucester Frozen Fish	1952	not ranked
23.	Bonsib Inc. Marketing Services 9100 Keystone Crossing, Suite 700 844-8111	11	8	\$10 million	Richard Bonsib Thomas Matern Gretchen Bonsib	Fort Wayne	strategic planning, advertising and public relations, market research, media negotiation, sales promotion	Rae Restaurants, Holiday Rambler, Lincoln National Life, Magyavor, Allied Van Lines, Apple Computer-special markets, NPSCO	1923	27
24.	Morey & Waddell 5920 Castaway W. Dr. 849-4007	10	11	\$28.5 million	James E. Morey Katherine P. Waddell	none	marketing, strategic planning and advertising creative services for local, regional and national retailers	Hook Drugs, Indiana National Bank, Guarantee Auto Stores Inc., Noble Roman's, Concess, Shel Seitz Co. Inc., Butler University	1979	not ranked
24.	Onley Advertising Agency Inc. 3676 Washington Blvd. 825-8207	10	24	\$2.45 million	Robert F. Onley	none	full service, broad experience in radio, TV and public relations	Paper Corp., Hubler Group, UR Chairs Inc., Mosuel-Evans Enterprises	1966	14
24.	Shuel Advertising Agency 3656 N. Washington Blvd. 826-2622	10	36	\$4.875 million	Steven W. Shuel	none	consumer, business to business, industrial	Loughner's Calcasieu, Crown Hill Cemetery, Agency Electronics, Shelby Federal Savings Bank, Indianapolis Alliance for Jobs Inc., United Prudential Life Ins. Co., Ed Martin Oldsmobile, Seizer Buick GMC Yugo	1972	18

NA-not available
*formerly Fairfax Advertising; ranked 5th as Fairfax

(1) McCaffrey & McCall has offices in Atlanta, New York, Irvine, Los Angeles, Houston, Washington D.C., San Francisco, Jacksonville, Chicago and Toronto

Researched by F. Renee Atkinson
(Current as of October 19, 1987)
Information provided by the individual agencies.

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 - Brown, Janet, Office Manager, Morey and Waddell, Indianapolis, Indiana, 30 December 1987;
 - Davis, Sam, Vice President, Handley and Miller, Indianapolis, Indiana, 8 January 1988;
 - Perkins, William, President, The Perkins Group Inc., Indianapolis Indiana, 8 January 1988;
 - Roman, Daniel B., Senior Vice President, McCaffrey and McCall, Inc., Zionsville, Indiana, 8 January 1988;
 - Ross, Rodney, Vice President-Creative, Martin A. Lave Marketing, Inc., Indianapolis, Indiana, 14 January 1988;
 - Stone, Melissa E., Vice President Marketing and Account Services, Hickman and Associates, Indianapolis, Indiana, 7 January 1988.
 - 4 Maas, Jane. Adventures of An Advertising Woman. New York: Fawcett Crest, 1986.
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