



SO YOU WANNA WORK IN

ADVERTISING...

A QUICK-'N-EASY INTRODUCTION INTO A WORLD
OF CAREER POSSIBILITIES

CREATED IN PARTNERSHIP WITH



and



SO...WHAT IS ADVERTISING?

To put it simply, advertising is salesmanship. Good advertising can make the difference between a business' success and failure. It is a cost-efficient way of telling buyers what is for sale and what the product's features are. At the very least, it seeks to persuade someone who is in the market for a given product or service to consider a particular brand.

The business of advertising involves marketing objectives and artistic ingenuity. It applies quantitative and qualitative research to the creative process. It is the marriage of analysis and imagination, of marketing professional and artist.

Advertising is art and science, "show business" and "just plain business," all rolled into one. And it employs some of the brightest and most creative economists, researchers, artists, producers, writers, and business people in the country today.

HOW DO I FIND OUT MORE ABOUT THE INDUSTRY?

Find out as much as possible about the advertising industry, what an agency does, and the career area or department in which you would like to work. Read every bit of relevant material you can find - articles, books, and industry trade press such as **Advertising Age**, and **ADWEEK**.

Talk to people. Track down any contacts or friends you have in the business. Sit down with your college instructors and career counselors. Check professional organizations like the Advertising Educational Foundation, American Association of Advertising Agencies, Advertising Women of New York, the American Advertising Federation, or your local advertising club.

Remember, one source of information can lead to ten others. This guide is just the beginning.

WHAT KINDS OF JOBS COULD I GET?

Glad you asked! The options are endless. Use this guide to explore the possible directions your advertising career could take.

SO YOU WANNA WORK IN ADVERTISING...

Congratulations! You've made a fabulous choice. Explore a few possible paths below...and don't forget to browse AEF's website for more info on careers in advertising!

BELOW ARE SOME OF THE MAIN DEPARTMENTS YOU'LL FIND AT AN AD AGENCY. GO AHEAD, SEE WHAT GRABS YOUR EYE!



NEW BUSINESS



ACCOUNT SERVICES



PLANNING



CREATIVE



PRODUCTION



INTERACTIVE



SOCIAL MEDIA



MEDIA



NEW BUSINESS MANAGER

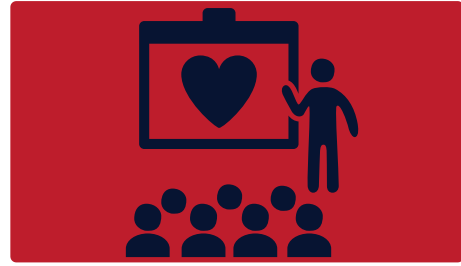
Manages strategies and pitches to win new clients for the agency.

Collaborates with agency team to identify, qualify, and provide initial contact with prospective new clients.

Use strategic skills to help identify problems for specific brand issues, and develop content outlines for business pitches.

Moves on to become...

New Business Director, Director of Business Development



ACCOUNT EXECUTIVE

The primary contact between the agency and the client on a day-to-day basis.

Coordinates processes, provides direction, and responds to requests from within the agency as well as external partner agencies and clients.

Builds strong relationships with and establishes credibility to win confidence of clients.

Moves on to become...

Senior Account Executive, Account Director, Vice President of Account Services



STRATEGIC PLANNER

Manages research and provides insights on how to meet consumer wants & needs.

Gathers insights from consumers through quantitative and qualitative processes, such as focus groups and surveys.

Develops “creative briefs” with account executives: an action plan in which all creative assets (commercials, billboards, etc) are made.

Moves on to become...

Associate Director of Account Planning, Director of Strategic Planning



ART DIRECTOR/COPYWRITER

Creates concepts and artwork or copy that will be used across all media.

Art Director: Creates visual designs using typography, visual concepts, logos, icons, and interactive platforms.

Copywriter: Creates a broad range of written concepts for various media, sales promotion and collateral pieces.

Moves on to become...

Associate Creative Director, Creative Director, Chief Creative Officer



BROADCAST PRODUCER

Takes the lead on managing production of various broadcast media across accounts.

Seeks out quality talent, and bids from suppliers for upcoming and ongoing projects.

Manages all aspects of pre-production, production and post-production - including shooting, recording, and editing.

Moves on to become...

Broadcast Production Manager, Director of Broadcast, Executive Producer



INTERACTIVE DESIGNER

Creates websites, online ads, blogs, games, and apps for the client.

Designs concept models, user interface sketches, and detailed schematics of websites and apps.

Connects customers and brands through intuitive web designs and high-quality interactive experiences.

Moves on to become...

Interactive Art Director, Senior Interactive Art Director, Interactive Creative Director



COMMUNITY MANAGER

The voice of the client externally and the voice of the customers internally.

Assists with creation, conception, and presentation of social media strategy and integrated marketing campaigns.

Responds to comments, when appropriate, and fosters a positive community to add value to the user's experience.

Moves on to become...

Social Media Coordinator/Strategist, Social Media Monitoring & Analytics Strategist



MEDIA BUYER/PLANNER

Purchases television, radio, and print media spots for ad campaigns.

Determines television programs and radio stations to use for all media buys.

Uses knowledge of media landscape and mathematical skills to design optimum buys, in terms of cost efficiency, goals, and client agreements.

Moves on to become...

Senior Media Planner, Media Supervisor, Group Media Director