PREFACE

There seems to be an erroneous belief that advertising is a business which has nothing more than glamour, razzle-dazzle, outrageous behaviour, out-of-the-world ideas and creativity. On the contrary, advertising is a serious profession which calls for proper planning, use of most modern management-techniques, reasonable capital, properly trained personnel, appropriate working procedures and the hard discipline to deliver the goods on time.

In our state at present, advertising is being practised as a profession with a considerable amount of expertise. Yet there are many areas in the profession where shortcomings persist. In recent years the growth of ad agencies appears to be ill-planned, and therefore unsatisfactory.

There is also a tendency for a lot of untrained people to enter this profession, claiming falsely that they have the required expertise. As a consequence a majority of the so called experts show themselves to be woefully ignorant of the basic principles of advertising. Besides the management of the majority of ad agencies leaves much to be desired.

It is to lay bare these shortcomings and to identify the areas which need special attention in order to improve the management of ad agencies that it was thought necessary to carry out a thorough study of this activity. The present work is an expression of that exercise.
The present thesis comprises six chapters.

The first one deals with a general survey of advertising.

The second chapter is concerned with all the creative activity that goes on in producing the advertising campaign.

The third chapter is concerned with the media vehicles which actually carry the message of the advertiser to the audience.

The fourth chapter is a study of the principles of advertising creativity. All the considerations which together prepare the basis for producing effective advertising are included in this chapter.

The fifth chapter deals with an analytical overview of the administration and management considerations of advertising agencies.

The sixth chapter reviews the various findings of the exercise and also suggests certain recommendations which are calculated to help agencies to streamline their managements.

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