CHAPTER FOUR:

ROLE & GROWTH OF ADVERTISING AGENCIES
IN THE INDUSTRY:

Advertising agencies are deemed as the backbone of the Advertising Industry. The role of advertising agencies start from the identification of the advertising needs of the product to the actual execution of the advertising project in various available media options relevant to the characteristics of the product. For instance, it may not be very useful to advertise for children books and comics in a business magazine or financial journal. Similarly it won’t be useful to advertise for Office products in Children comics or even lifestyle magazines. This Chapter looks into the role of advertising agencies and their growth over a period of time.

Advertising agency is one of the most important components of the advertising industry. Advertising agencies have led from the front and played a significant role in the development of the modern advertising industry, as we see it today.

The American Association of Advertising Agencies (AAAA) defines advertising agency as:

"An independent business organization, composed of creative and business people, who develop prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services."
The origin and growth of advertising can be divided into five stages:

1. Period of space agents,
2. Period of space wholesalers,
3. Period of creative services,
4. Period of complete package of services,
5. Period of mega agencies.

Period of space agents:

The history of American advertising records Volney B. Palmer as its first person to have worked as a space salesman. He set up his agency office in Philadelphia in 1840. He solicited advertising business for the newspaper publishers for a commission. Others followed Palmer and soon there was competition in selling space to the prospective advertisers.

Period of wholesaling:

In about 1865 George P. Rowell started a different system of selling space. He contracted with 100 newspapers to buy space on monthly basis. He purchased space in lots at inside rates and sold - rates in small units to the individual advertisers. He not only earned his normal commission but also made good money due to, wholesaling rates offered to him by the publishers.

Period of creative Services:

In the last decade of the 19th century there was so much competition among the various advertising agencies to sell space, which resulted in cutting of rates by the various agencies. At the same time some of the publishers started their own sales departments to sell space directly to the advertisers. This resulted in loss to the agencies and some of the agencies had to close down their offices. Others in order to face difficult times, hired copywriters and artists to handle the art work and copy for the Clients and since the advertisers
were offered free creative services they once again relied on the advertising agencies. N. W. Ayer was the first person to offer such services.

**Period of complete package of services:**

After World War 1, a lot changed in the functioning of advertising agencies. In 1917, the AAAA was born. This organisation worked for the improvement in advertising standards and advertising practices. Soon the advertising agencies started to provide full service to their clients which included apart from writing copy and art work, planning for the client's advertising, recommending changes in product pricing, product distribution, conducting market research and so on. Now-a-days, the agencies assist their clients in total marketing programme, the agency may also work on projects, not directly related to advertising, such as public relations, package design, sales literature and so on.

**Period of Mega Agency:**

A significant development of the 1980's is the development of mega agency. Agencies world wide merge with each other to serve their clients in a much better way. It was in 1986, Saatchi & Saatchi, a small London based agency who started the movement and at present it is the third largest agency network in the world (Saatchi & Saatchi enjoyed No.1 position in 1990).

**CHOICE OF AN ADVERTISING AGENCY**

Selecting the right type of advertising agency is a very difficult choice. The advertiser should make a list of all possible agencies that can serve his purpose and the agency best qualified to provide the required and effective services is selected. Some advertisers may select more than one agency to handle separately its various product lines. Following are the factors that should be considered while selecting an advertising agency:
1. **Services Offered:** The very important consideration in the choice of the advertising agency is the requirements of the advertiser as to the services in respect of advertising and non-advertising. If the agency is well equipped to meet the requirements of the advertiser, then such agency can be selected. Some agencies may provide only a few services, others package of services.

2. **Location:** The location of the advertising agency is of prime importance, preferably the office of the agency should be located within the same city where the head office of the client is located. Quite often the client have to consult and communicate on various advertising problems and this can be done quickly and economically, if the office of the agency is within easy reach of the advertiser.

3. **Advertising Compensation:** Now-a-days agencies charge for entire services. There is hardly anything free. The advertiser has to pay for the copy writing, art work and other services. The rates of various agencies are not standard and they differ from agency to agency. The advertiser must check on the rates before finalising the choice of the agency. However, it does not mean that the advertiser will select an agency whose charges are less, other factors often come into picture such as experience and quality of services offered.

4. **Personnel:** The creative personnel of the agency such as the copywriters, art directors and others must be looked into before contracting the agency. The success of the advertiser's campaign largely depends on the services of the creative department.
5. **Size of the Agency**: The size of the advertising agency must be considered. The larger the size, the more it is preferred, however, at times, small is beautiful because a small agency may give more attention to its client's work, in such cases, the small agency can be considered.

6. **Records and Reputation**: The past record and reputation of the advertising agency in the field of advertising must be studied. The agency-client relationship, the client turnover, the success of other clients' campaigns, the implementation of the schedule, the follow up and such other factors must be looked into.

7. **Other Accounts**: The advertiser should also find out the other accounts that are handled by the agency. In no case, the advertiser must select that agency which handles competitor's advertising, because there will always be suspicion of getting poor facilities and second hand treatment and it will be wise to discard the choice of such agency.

8. **Media Connections**: Some agencies do have better contacts with various media owners, such as the newspaper and magazine publishers, Doordarshan, Radio, etc. For instance, in a MARG survey many firms perceive that Mudra has better connections with Doordarshan than other agencies. Such agencies may be able to influence upon the media owners and can book prime time and space for their clients. Other agencies may lack far behind in such connections. Therefore, the agency with better media connections be selected. There are several other factors such as foreign collaborations of the agency concerned, its experience or age must be taken into account before selecting an advertising agency.
WHY ADVERTISERS PREFER ADVERTISING AGENCIES?

Advertisers prefer ad agencies rather than having an independent advertising department because of the following reasons:

1. **Skilled Personnel**: Advertising agencies employ highly skilled and experienced copywriters, art designers, media planners, market researchers, typographers and a host of other experts. They are not only highly experienced but also highly paid. Very few manufacturers could afford the luxury to buy full time services of people belonging to such caliber. Moreover, even if they could, they would miss out on the other great agency asset - accumulated experience in handling diverse accounts.

2. **Better Ideas**: Agencies work on a number of accounts. They know the success and failure of the various approaches used by the advertisers. They can generate new and better ideas to penetrate the target market.

3. **Independent Analysis of Problems**: Companies have difficulty in analyzing their own problems objectively and here an outside and independent agency can do the job much better.

4. **Cost - Effective**: The advertiser finds it less expensive to employ an agency rather than to do the advertising works all by themselves by having a separate advertising department. Although the advertiser may run ads throughout the year, but the services of the creative and
advertising production people may be required only for a few days or months as the same ads are generally repeated.

5. **Easy to Divorce:** If the advertiser maintains a separate full fledged advertising department, it is not so easy to terminate the services of advertising department (due to trade unionism) but the advertiser may not face any difficulty in changing the advertising agency.

6. **Enthusiasm of Ad Agency:** The motivation and the enthusiasm with which the agency works (in order to retain the client's account) may be lacking with the advertising department.

7. **Additional Services:** The advertising agency may provide a number of other services such as research, sales promotion, etc. which the advertising department may not be able to do such services effectively and efficiently.

8. **Media Contacts:** The agencies do have better media contacts and as such they can book prime time and space for their clients, which an advertising department may not be able to do so.

**ORGANISATION STRUCTURE OF AN AD. AGENCY:**

The organization structure differs from agency to agency depending upon their specialized departments. Further, the structure may also differ depending on the size of the advertising agency. The following chart shows organization structure of a typical advertising agency, which is diversified and handling most of the components of the advertising industry.
FUNCTIONS/SERVICES OF AN AD AGENCY:

The functions of an ad agency depend upon its organization structure. The functions of a typical ad agency can be broadly classified into five areas:

1) Creative Services,
2) Account Services,
3) Marketing Services,
4) Management & Finance.
5) Other Special Functions.

Creative Services:

These services include copy writing, artwork and production of finished ads.

a) **Copy**: Most advertising people believe that copy writing is the most important aspect of advertising. In most agencies, the copy department
is one of the largest departments. It usually plans and prepares advertising copy for all media, although some agencies maintain separate sections or departments for preparing TV, radio, outdoor and press ads.

b) **Art:** The art department arranges for finished artwork, although in many cases, most of it is prepared by outside independent units. The main art function is to layout or arranges various elements so that the ad will attract the attention of the right audience. The copywriters and art directors work in close co-ordination and are responsible to Vice President - Creative Services.

c) **Production:** After the copy has been written and the layout and illustration approved, the ad is turned over to the production department. This department maintains contacts with printers, photoengravers, typographers, etc. The production department orders engraving of the illustration, arranges to have the copy set in type, and assembles them in the final ad. Before the ad is submitted to the print media, the department may offer proofs for approval of the client. In case of TV and Radio Commercials, the agency may on its own write the script and produce the entire commercial. In recent times, most agencies take the help of outside independent units to produce such commercials.

d) **Traffic:** Traffic is a matter of scheduling. To keep the work flowing on schedule, there is the traffic officer. His major duty is to monitor the production of finished ad so that it gets completed as per schedule.
**Account Services:**
The account services section is headed by Vice President - Account Services. He is responsible for the overall agency-client relationship. To assist the Vice President, there are account supervisors. As the business grows and more and more clients sign up, account executives are appointed to look after the account of one or more clients. The account executives perform the following work:

a) Advertising Plan: The account executive studies the client's product and problems and formulates advertising plan and after the client's approval of the plan, he looks after the execution of the same. He should see to it that the plan is executed effectively and efficiently. The account supervisor coordinates the work of account executives and reports to the Vice President of Account Services.

b) Budget preparation: The account executive may assist the media planning department in preparation of advertising budget of the client.

**Marketing Services:**

The Vice President in-charge of marketing services is responsible for media planning, buying time and space, for research and for sales promotion:

a) Media Planning: The media in-charge is responsible for planning and selection of the right media and also for buying time and space. He works in close co-ordination with account executives. The media man prepares media schedule, showing the various media and the dates and time/space of broadcasting or publishing the ads. He often contracts the media and finally pays the media bills.
b) Research: The Research section will help to collect new facts from the field, so that the ads can be presented according to the changing needs of the market.

c) Sales Promotion: The sales promotion section prepares promotional material such as POP material, dealer aids, etc. and work with the sales manager of the client to get it to the sales people and dealers.

Management & Finance

a) Office Management: The Vice President of this department is responsible for the office management and looks after the problems of the personnel - recruitment training, promotion, transfer, etc. This department provides all clerical services such as typing, filing, and keeping records.

b) Accounting: The accounting section looks after receipts and payments. It is responsible for collecting fees from the clients and making payment of media bills through the media section.

c) Finance: The finance section deals with internal budget, cash flow, develop investment plans and analyze profit and loss statements.

Other Services:
The Advertising agency performs a number of other activities. These are as follows:

a) Allied Services to client: They provide a number of additional services which are related but not directly connected with advertising. These services are recommending changes in product pricing, assisting and advising in product distribution, conducting market research and so on.

b) Attracting new business: New business is the lifeblood of ad agencies. Although growth often comes from increased billings of existing clients,
it is always advisable to look in for new because of client-turnover, expansion of agency, and such other business. They can directly approach new clients by making a formal presentation or can get new business through indirect contacts.

c) Public Relations etc. Agencies may have their departments specialising in Public relations, Direct Marketing, Publicity etc.

AGENCY COMPENSATION:

Agencies are normally compensated in four ways:

1. Commissions from media,
2. Percentage charges on materials and services purchased for clients,
3. Fees charged to clients,
4. Cost-plus system.

1. AGENCY COMMISSION:

Traditionally advertising agencies have been paid a percentage of the billing charged by media. The commission has been 15% of gross billing (although some media in the press and outdoor sector may offer higher commission. Some publications offer discount. If the agency pay media bills on lime say within 10 days after running the ad, they are offered cash discount. The cash discount may be passed on to the client so that he pays promptly. The cash discount is offered not on gross billing but on the amount due to be paid by the agency to the media. The agency commission can be illustrated as follows:

The gross billing is Rs. 1,00,000;

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<tr>
<th>Particulars</th>
<th>Rs.</th>
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<tr>
<td>Gross Billing is charged to client by Agency</td>
<td>1,00,000</td>
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<tr>
<td>- Less: Payment made to Media by Agency</td>
<td>85,000</td>
</tr>
<tr>
<td>- Agency Commission</td>
<td>15,000</td>
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</tbody>
</table>
Historically, commissions from media provided about 2/3 of agency income, although the larger the agency, the higher proportion of income from media commissions. Even among the largest agencies, however 10 to 25% of income comes from sources other than media commissions.

2. AGENCY CHARGES:

There are other out-of-pocket costs to the agency beside the cost of space or time. An agency may have to buy finished artwork, comprehensive layouts, television storyboards, etc. The agency may also pay for printing plates, filming TV / Radio Commercial etc. The agency will charge client for such expense. The suppliers of such services may also provide commission to the agency for large orders.

3. FEES:

Agency income is also derived from the fees it charges. In a fee system, the advertiser and its agency negotiate a flat sum to be paid to the agency for all work done. The agency estimates the cost (including out of pocket expenses) of serving the client plus as desired profit of service. This total is submitted to the client who either accepts it or negotiates for a lesser amount. Negotiations continue until an agreement is reached.

4. COST PLUS SYSTEM:

Cost-plus system is mostly used when media billings are relatively low and the client requires a great deal of agency service. This happens most often with industrial accounts, new products being prepared for marketing and circumstances requiring a disproportionate amount of agency help such as
preparing brochures catalogs, and other non commissionable marketing activities.

In a Cost-plus system, the client agrees to pay the agency the cost of its work (employee costs as well as out-of-pocket expenses) plus a certain percentage of this amount (often 20 to 25%) to cover agency overheads and profit.

**TYPES OF AD AGENCIES:**

The following are the major types of advertising agencies that are currently serving the advertising industry:

1. **Full-Service Agencies:** A full-service ad-agency is one that provides a range of marketing services. A full-service agency provides services that are directly related to advertising such as copy writing, artwork, production of ads, media planning, etc. It also provides such services in respect of pricing, distribution, packaging, product design, etc.

2. **Modular Agencies:** A modular agency is a full service agency that sells its services on a piece meal basis. Thus, an advertiser may commission an agency’s creative department to develop an ad campaign while obtaining other agency services elsewhere. Or, an advertiser may hire an agency’s media department to plan and execute a program for advertising that another agency has developed. Fees are charged for actual work undertaken.

3. **In House Agencies:** Those companies, which prefer to have closer control over advertising have their own in-house agency. This type of agency is owned completely by the advertiser. It performs almost all functions that an outside advertising agency would perform and that’s, why some people refer to it as a full-service advertising department of the advertiser. However. The main difference between an in-house agency and an advertising department is that
the in-house agency can undertake to serve several other clients, if the owner so desires, but an advertising department solely undertakes the work of its owner and not of outside clients. Secondly an advertising department may not be equipped with the personnel and facilities which an in-house agency would possess.

In-house agency not only provides control over advertising schedule and costs, but also offers convenience for its owner, because it is just available in the same building as that of the head office of the advertiser. Such in-house agency also benefits the owner as it can bring revenue through agency commissions that, are offered by the media and by way of fees that are collected from outside parties for undertaking their advertising work. Such revenue increases the funds and profits of the company.

4. **Creative Boutiques**: These are shop agencies that provide only creative functions and not full-service. The specialized creative functions include copywriting, artwork and production of ads. They charge a fee or percentage of the media expenditure. Creative boutiques find it very difficult to survive in the presence of full-service agencies and as such most of them convert into a full service agency or merge with other agencies to provide a wide range of services.

5. **Mega Agencies** (explained earlier under evolution of agency)

6. **The Specialist Agency**: There are some agencies that undertake advertising work only in certain areas. There are agencies that specialize only in financial services or only in publicity or only in point-of-purchase materials, etc. For instance, Sobhagya Advertising Agency concentrates or specializes in financial advertising.
AGENCY CLIENT RELATIONSHIP

When a new client signs up with the agency, he should be treated with every respect. His advertising program must be executed effectively and efficiently. At the same time the client should maintain good relations with his agency, in order to motivate the agency to bring out their best in creating a good ad or campaign.

The agency-client relationship is always a give-and-take relationship. In order to build a good bond between the agency and the client, both the parties must keep certain points in mind:

- Mutual trusts and concern for each other.
- Misunderstanding should be cleared in the least possible time.
- The agency should work for the success of the client's advertising campaign.
- Meetings between the client and agency representatives must be held regularly to chalk out plans and to solve problems.
- There should be a good rapport between the agency and the client representatives.

In particular the client should:

1. Treat the agency with courtesy at all times.
2. Provide all possible information about the product that is to be advertised and about the organization. This facilitates the agency to do their job much better.
3. Not unnecessarily bargain for the fees charged by the agency.
4. Motivate the agency to do a good work. Agency charges such as media bills, fees and other costs must be paid well in time. In no way the client should wait for the agency to remind of payment.

5. Not change the agency for the sake of change.

6. Approve the proposals submitted by the agency. The client should not argue for the sake of arguing.

7. Give sufficient time to the agency to develop a good advertising campaign. The client should not put the agency unnecessarily in deadline crisis.

8. Reduce disputes to a minimum.

9. Finalize well in advance the charges for a particular plan or campaign.

10. Up-date the agency with any information from his side that would help the agency to serve the client better.

The agency also has certain obligations toward the client:

1. The agency should work for the success of the client's advertising campaign.

2. The agency should devise a very good advertising plan and with the client’s approval must implement efficiently and effectively.

3. It is the duty of the account executive of the agency to keep the client happy and satisfied.

4. The agency should not charge unreasonably high rates.

5. The agency should not handle client's competitor's account.

6. Try to make every possible effort to obtain, information from the market that would help to, create better ads for the client.

7. Discuss the compensation plan with the client well in advance to avoid disputes later on.
8. Brief the client, about the, Various personnel that would handle the client’s advertising work.

9. Keep the client well informed of any proposed changes at the agency.

10. Never hurt the client’s ego.

11. The agency should always provide timely service to the clients.

**CLIENT TURNOVER:**

Client turnover is a situation that arises when an existing client leaves the agency and joins another agency. At the same time new clients may contract with the agency. Generally client turnover refers to leaving of clients.

The reasons for such turnover are as follows:

- **Inadequate Services:**
  When the advertising requirement increases and if the present agency cannot satisfy the client with additional required services, the client will contract with some other agency that can provide the advertiser with adequate services and facilities.

- **Dis-satisfaction:**
  The client may be dissatisfied with the service and treatment received from the agency. In such circumstances the client terminates the contract with the agency and joins some other agency.

- **Changes in personnel:**
  Changes in the creative personnel of the agency may cause concern to the client and he may follow the creative people to another agency. Again changes in the personnel (in-charge of advertising) of the client may also result in client turnover.
Change in location:
A change in the location of the agency's office may lead to client turnover. Again, when there is a change in the location of client's sales or head office may also lead to client turnover.

Unsuccessful advertising campaign:
When the advertising campaign fails to achieve desired objectives or response from the audience, the advertiser may feel that his campaign is not properly handled by the agency and he may switch over to another agency for his further advertising campaigns.

Higher rates:
If the advertiser feels that the present agency bills high rates, the client may have some reason to contract with another agency.

Reputation of a new agency:
When a new agency with highly creative people enters the advertising scene, the client may be tempted to contract with the new agency.

Difference in opinion:
When there is a difference of opinion between the agency and the client then it may block their relationship.

Change for the sake of change:
At times, some clients change the agency for the sake of change, Divorce is frequent with such clients.
Withdrawal of product from market:
Again, the advertiser may withdraw the product from the market and as such there may be no need of advertising agency for that line of product.

AGENCY AWARDS¹⁴:

- AWI - Festivals & Awards
- Best Ads of the Year
- Clio Awards
- Effie Awards
- International Automotive Advertising Awards
- John Caples International Awards: These awards recognize creative solution to direct response problems.
- Loerie Awards. South Africa's most prestigious creative advertising award sponsored by Association of Marketers, now in its 21st year.
- London International Advertising Awards.
- 1997 International ANDY Awards.
- Northwest Advertising (ADDY) Awards.
- O'Toole Awards. The only award competition of the AAAA, the O'Toole Awards honors creative work of member agencies produced during a calendar year.
- Summit Creative Awards
- Premio Colunistas. Brazilian Columnist Awards for the best advertising.
- Tenagra Awards for Internet Marketing Excellence. Annual awards to recognize innovative and significant successes in the Internet marketing industry.
- Webby Awards (San Francisco, CA). The best web sites awards selected by the International Academy of Digital Arts and Sciences (IADAS) judges.
- Web Marketing Association, Inc. Web Awards

¹⁴ www.agencyfaqs.com
AGENCY ACCREDITATION:

It refers to official recognition of the agency by various authorities such as Doordarshan, AIR, and India Newspaper Society (INS):

**Purpose of accreditation:**

The main purpose of granting accreditation to bring out professionalism in the advertising agency’s conduct of business. Only those advertising agencies, which carry on business observing the ethics of maintaining high professional standards, are granted accreditation.

**Criteria for granting accreditation:**

An ad agency shall be considered eligible for grant and/or continuation of accreditation if it satisfies the following criteria.

a) Skill and Experience: Those agencies which have sufficient training and professional experience and skill; is adequately equipped to handle advertising business and has actually carried on agency business for a minimum period (six months in case of INS).

b) Minimum Business Limits: The agency has fulfilled the minimum business limits with DD, AIR and the INS.

c) Rules and Regulations: The agency must adhere to the rules and regulations framed by DD/AIR and INS. The agency should also handle business in accordance with the Code of Ethics adopted by DD/AIR and INS.

**Declaration and Application:**

An advertising agency wishing to obtain accreditation with DD/ AIR and INS shall make a declaration, testifying to its ability of fulfilling the
conditions of eligibility (as mentioned earlier) and its resolve and intentions to abide by the Rules and Regulations in respect of accreditation of Advertising Agencies and the Code of Ethics. The agency shall submit an application to get accreditation certificate.

**Granting of Accreditation:**

If the agency satisfies the recognition criteria, then the declaration form application form is accepted and the agency is granted accreditation.

**Loss of Accreditation:**

An accredited agency shall lose its recognition:

- Upon its resignation as an accredited advertising agency.
- Upon death or bankruptcy of the sole proprietor, dissolution of firm or winding up of the company, as the case may be.
- Upon the accredited advertising agency ceasing to do advertising business as provided for under the rules and regulations framed by DD/AIR and INS.

**Power to Restore Accreditation:**

The concerned authority i.e. DD, AIR, INS shall always have the power renew or restore full or provisional accreditation of any ad agency subject to conditions that may be imposed for such renewal or restoration.

**Benefits to accredited agency:**

1. The accredited agency gets 15% commission from the media. Non accredited agencies get upto 10% commission.
2. Credit period of about 45 days is allowed to pay media bills.
3. Advertisers have more faith in such agencies.
4. Such agencies enjoy better media connections.

**ROLE OF ADVERTISING AGENCIES:**

The primary role of advertising agencies are planning and creating advertising campaigns for its clients and placing advertisements in various media. The process of planning consists of researching the market for a given product or service, assessing alternative methods of distribution and choosing the most effective way to reach the market. The agency then creates the advertising campaign and contracts for time and space with selected media. Some advertising agencies provide select advertising services like creative development or media placement. Others provide a full range of advertising, public relations, research, promotion, and related marketing support.

Some of the different kinds of services provided by advertising agencies include:

- Media planning, buying, placement, and negotiation for placement
- Creative development of advertising and collateral materials
- Production of creative materials
- Marketing planning
- Market research

The ultimate objectives of advertising agencies include helping advertisers attain sales objectives, market share and long-term profitability.
STEPS FOR SELECTING THE RIGHT AGENCY\textsuperscript{15}:

The steps any organization should consider in selecting an advertising or public relations firm for your association are about the same for either service:

- **Define exactly what you want the agency to do.** Be precise in identifying the services you need. Communicate the size and scope of the budget you are willing to commit to the service. Commit the information to a written document.

- **Create a selection team.** Keep it small and include those who may have previous marketing experience or knowledge. Including your association’s key decision-makers will help you reach a consensus when it’s time to make the final selection.

- **Look for firms whose qualifications and size are appropriate to your needs.**

- **Create a target list of agencies and request information from them.** Let the agencies know you are making a preliminary inquiry and that you would simply like to acquaint yourself with the agency and their particular services and strengths.

- **Review the responses and contact the firms that you want to interview.** Provide them with background information on both your association and your scope of assignment. Clearly communicate that your interview is preliminary and that you simply want to meet the people involved to assess whether the firm can handle your work. Let each agency know when you will notify them of your "short list."

- **After the interviews, invite two or three firms to make presentations.**

Provide a clear expectation of what you want to see and how you want

\textsuperscript{15} http://www.gwsae.org/home.htm (Greater Washington society of American executives)
to see it (e.g., PowerPoint, boards, slides). Let each agency know how much time they will have to make their presentation.

Give each agency the same information, including criteria and specific directions for addressing your organization.

You want to see how agencies think and strategize. The actual creative solutions agencies develop will be based on input you provide them later.

Review how well they understand your assignment. Get acquainted with the agency’s range of capabilities, know where you will stand within their current client mix, and get a sense of the working chemistry between you and the agency staff.

**Make your selections and notifications.** Once you have fielded presentations, agree on a selection and personally notify principals of the agencies who were not selected. A personal call will reflect well on you and your association and will earn you the respect of the agencies that participated.

Your final notification should be the agency you select, which pre-empts the possibility of leaking your decision before the others are notified.

☐ **Agree on a contract.** The agency selected will provide you with a written contract that spells out the terms of your business relationship. Contracts will generally include the payment terms and conditions, services to be rendered, and termination clauses. The specific contract will depend on the agency and the specified needs of your association.
LIST OF MAJOR ADVERTISING AGENCIES IN INDIA:

A List of major advertising agencies, along with important parameters such as their billing, major clients, offices etc is placed hereunder:

**HTA**

Hindustan Thompson Associates Ltd

Lakshmi Bldg, Sir Pherozeshah Mehta Rd, PO Box 541, Mumbai - 400 001

Tel: (0091 22) 266 0190 Fax: (0091 22) 266 0186, 269 2518

e- mail:mike.khanna@jwt.com

Branch telephone numbers:

Delhi:(0091 11) 361 0081
Kolkata:(0091 33) 247 8361
Chennai:(0091 44) 827 1871
Bangalore:(0091 80) 227 3348

Television Billings:N.A
Capitalised Billings:N.A
Gross Income:Rs 2074.3 million
Senior Executive:M K Khanna, Chief Executive
Major Clients:: Apollo Hospital (Apollo Hospital & healthcare); Bridgestone Corporation (Bridgestone/tyres); Cargill India (Cargill/edible oils & ingredients); Curls & Curves (Vandana Luthra Curls & Curves/health); DSP Merrill Lynch (Investment banking); Hero Honda(CBZ/automobiles); I-Flex Solutions (Flex-cube/financial solution software); Indian Army; Indian Navy; News Television India Pvt Ltd(Star news/Media); Standard Chartered (Personal Banking & Cards); Ministry of Finance (VDIS); Ministry of Defence (Indian Army - recruitment); Pepsi Foods (7 UP, Mirinda, soft drinks); Satyam Infoway(Software); Star TV Network (Star Plus, Star Movies, Star News); Omega (watches); ESPN (Channel promo); 20th Century Fox (film releases); Madura Garments (Van Heusen, garments); Hero Motors (Hero Winner,

16 http://www.indiantelevision.com/Dirrect/resources/adagen/adagenlog.php4
automobile); Parle (Monaco, biscuit); Hughes Ispat (telecommunication) Mattel Co (Mattel/toys); Timex Watches (Timex/Watches); National AIDS Control (National AIDS Control Org /government agency); Vistaaar (Vistaaar/dotcom); The Hindustan Times (Hindustan Times/daily newspaper); Mphasis (Mphasis/dotcom); Spice Telecom (Spice/Cellular service & telecom); Tata AIG Insurance (Tata AIG/insurance); Ricoh India (Ricoh/photocopiers); UNICEF (UNICEF/social communication).

O & M
Ogilvy & Mather Pvt Ltd
Trade Centre, Third Floor, Senapati Bapat Marg, Lower Parel, Mumbai 400 013
Tel:(0091 22) 491 3877 Fax: (0091 22) 491 3838
e-mail:N.A
internet url:www.ogilvy.com
Branch telephone numbers:
Delhi:(0091 11) 631 7384-91
Kolkata:(0091 33) 247 3406-7
Chennai:(0091 44) 852 0677/0887/0967
Bangalore:(0091 80) 5584566
Coimbatore:(0091 422) 300996
Hyderabad:(0091 40) 3227316
Television Billings:Rs 2012.6 million
Capitalised Billings:Rs 5697.9 million
Gross Income:Rs 1258.74 million
Senior Executive: Ranjan Kapur, Managing Director
Major Clients: SBI Mutual Fund (Mutual Fund); TTK Textiles (Tantex/Textile); J K Tyres (Tyres); Pantaloon Fashion India Ltd (Garments); Levers, Cadbury, Louis Philippe (corporate); UTI (MIP'97/Financial); TVS Suzuki (corporate):
Mudra Communications Pvt Ltd
Mudra House, Sheth CG Rd, Ellisbridge, Ahmedabad 380 006
Tel:(0091 79) 656 5659 Fax: (0091 79) 642 5058
e-mail:a.krishnamurthy@mudra.com, d.upadhyaya@mudra.com
internet url:www.mudra.com
Branch telephone numbers:
Ahmedabad: (0091 79) 646 1530/8530
Bangalore: (0091 80) 5588692
Delhi: (0091 11) 616 5290/6193843
Mumbai: (0091 22) 496 4800
Chennai: (0091 44) 8130932/2211
Kolkata: (0091 33) 474 9084/85
Hyderabad: (0091 40) 3404181/85
Cochin: (0091 484) 365750/301
Television Billings:N.A
Capitalised Billings:N.A
Gross Income:Rs 1069.6 million
Senior Executive: A.G. Krishnamurthy, Chairman & Managing Director
Major Clients: Mahanagar Telephone Nigam Ltd (Corporate); Indian Express (Newspaper); Mid-Day (website); Global Trust Bank (Banking); Indian Tourism Development Corporation (Hotels); Raj TV (TV Channel); Henkel Spic India (Detergents); Godrej Foods; Ahmedabad Electricity Co Ltd (Corporate); LIC of India (Insurance - services); Honda Siel Power Products (gensets); Satyam Computer Services Ltd (Satyam - computer software); Satyam Infoway Ltd (Satyam - internet services); Cadila Healthcare Ltd (EverYuth - healthcare); Blow Plast Ltd (VIP Skybags - luggage carrier); Dabur Ayurvedic Specialities Ltd (Nature Cure - Ayurvedic products); Henkel Spic India Ltd (Fa - soap); Hindustan Motors Ltd (Mitsubishi Lancer - automobile); Samsung Electronics India (Samsung/televisions)

FCB-Ulka Advertising Ltd
Nirmal, 4th Floor, Nariman Point, Mumbai - 400 021
Tel: (0091 22) 202 6884, 285 2184, 283 6068 (Worli) 4961427/8/9/30/1/2 Fax: (0091 22) 287 5947, 283 6072
e-mail: centrepoint@fculka.com
Branch telephone numbers:
Delhi: (0091 11) 5760144/49
Kolkata: (0091 33) 282 2287/9625
Chennai: (0091 44) 8131339/1273
Bangalore: (0091 80) 558 717/5597607
Hyderabad: (0091 40) 7762505/5530/7689
Cochin: (0091 484) 367443/352438
Television Billings: N.A.
Capitalised Billings: N.A.
Gross Income: Rs 864.84 million
Senior Executive: Anil Kapoor, Managing Director & CEO
Major Clients: N.A.

Rediffusion-DY&R
Young & Rubicum Ltd, 4th Floor, Sterling Centre, Dr A.B.Road, Worli, Mumbai 400018
Tel: (0091 22) 493 7308/13, 494 0206/5750 Fax: (0091 22) 493 6557
e-mail: marie-dyr_fernandes@yr.com
internet url: www.rediffusiondyandr.com
Branch telephone numbers:
Delhi: (0091 11) 6521940-41
Mumbai: (0091 22) 4211801/1791
Kolkata: (0091 33) 247 5432, 240 0328
Chennai: (0091 44) 8585 406/07
Bangalore: (0091 80) 229 3067/68
Television Billings: N.A.
Capitalised Billings: N.A
Gross Income: 752.04 million
Senior Executive: Arun Nanda, Chairman & Managing Director
Major Clients: Pioma Industries (soft drinks); Zee TV (channel); Tata Tetley (tea); Tide Water Oil (lubricants); ING Vysya Life Insurance (life insurance); Hindustan Paper Corp (paper and pulp); Rai & sons (eatables); IFFCO Tokyo (non-life insurance); HMT (tractors); Godfrey Philips (Four square/cigarette); Haldia Petrochemicals (Petrochemicals); Evian (Mineral Water); Ericsson Mobile (Cellphones); SAIL (Corporate); CitiBank (Corporate); Cannon (printers, calculators); Bharti BT Ltd (Internet service); Exide Industries Ltd (Exide - automotive batteries); SBI Funds Management Ltd (SBI - mutual funds)
McCann-Erickson India Ltd
8, Balaji Estate, Guru Ravidas Marg, Kalkaji, New Delhi -110 019
Tel:(0091 11) 600 2600 Fax: (0091 11) 646 3875,
e-mail:: name_surname@mccann.com
internet url: www.mccann.com
Branch telephone numbers:
Mumbai:(0091 22)) 416 0470/72
Kolkata:(0091 33) 2172001/2879
Chennai:(0091 44) 435 9228, 432 3481
Bangalore:(0091 80) 221 9058, 2229539
Hyderabad:(0091 40) 3326261
Television Billings: N.A.
Capitalised Billings:Rs 3479.53 million(not available)
Gross Income: 618.36 million
Senior Executive:Sorab Mistry, Chairman & CEO
Major Clients:Coca Cola India(Coca-Cola/carbonated bevurances);
TTK(LIG)(Kohinoor, Fiesta/condoms);Bacardi India(Breezer/ready to drink beverages);Johnson & Johnson India (Savlon,Band-Aid/woundcare);Gillette India(Duracell Plus/alkaline batteries,Fashion Razor 2001,Mach III Cool Blue /razors);Perfetti India(Happy Dent/chewing gum);TVS-Suzuki (corporate/TVS Max, TVS Scooty, TVS XL, TVS Sport, TVS Super, TVS Champ/motorcycles & mopeds); C.Krishniah Chetty (jewellery store);Thinkstream Technologies (software development); Virgin Atlantic (Virgin Atlantic/airline);Delphi Automotive Systems (Delphi/ automobile components);ACCEL ICIM (Accel-ICIM/ERP packages);UPS (UPS/ courier services);Times FM (Radio Mirchi/FM radio);Sundar Tajmahlal Hotel (Taj Tristar/ hotels); Concept Foods (JLT/snack food);Eduquity(educational testing services);Reckitt& Colman(Cherry Blossom/shoe polish); Usha Martin Telecom(telecom);Nestle(sunrise/ coffee); BPL (Gas tables);Khaitan (Fans); Nestle (Media buying);
Stracon (Corporate); Goodyear India (Goodyear - tyre); Travel Corporation of India (tourism); MasterCard (credit cards)

RK Swamy/BBDO Advertising Ltd
Film Chamber Buildings, No 604, Anna Salai, Mount Road, Chennai - 600 006
Tel:(0091 44) 829 2300, 829 2302/04/05 Fax: (0091 44) 829 5557
e- mail:skswamy@rksbbdo.com
Branch telephone numbers:
Delhi:(0091 11) 5719990
Mumbai:(0091 22) Unit I : 2073407 Unit II : 3062084
Kolkata:(0091 33) 2473568
Bangalore:(0091 80) 5586752
Hyderabad:(0091 40) 3372028
Television Billings:N.A.
Capitalised Billings:N.A
Gross Income:441.59 million
Senior Executive:R.K. Swamy, Chairman
Major Clients: Cisco System(network solution); Abbott Laboratories India Ltd(Healthcare); Mercedez Benz (Automobiles); MTNL(Telecommunication); Sony India Ltd(Sony/TV); Fujitsu 'O' general(Airconditioners); SQL Star International Ltd(Computer education); Dalmia Cement (Cement); Wrigleys India (Wrigleys Juicy Fruit chewing gum); Dena Bank (Banking);GE Countrywide Consumer Financial Services (GE/financial services);Nav Bharat Media Services (Nav Bharat/publication); Reserve Bank of India(RBI/financial services); Unit Trust Of India (US 64/ULIP/mutual funds);Visa International (Visa/credit card);Zuari Industries (Zuari/cement/agro/corporate);Media Transasia India (Educare/publication); Jobstreet.com(Jobstreet/website);Gautier India(Gautier/readymade
furniture); Wipro Group (Wipro/computers and consumer products); Transport Corporation Of India (TCI/transport services)

Grey WorldWide (I) Pvt Ltd
Block 2-D, 3rd Floor, Phoenix Estate, 462, Tulsi Pipe Road, Lower Parel, Mumbai-400013.
Tel: 4606510 Fax: 4606545.
e-mail: N.A
Branch telephone numbers:
Delhi: (0091 11) 6522679, 6515625
Kolkata: (0091 33) 4630179/0205/0488.
Bangalore: (0091 80) 2088396, 2258553/54/59
Ahmedabad: (0091 79) 6424561, 64495562
Television Billings: Rs 905.0 million
Capitalised Billings: Rs 1846.5 million
Gross Income: 425.00 million
Senior Executive: Nirvik Singh, Chief Executive Officer
Major Clients: SmithKline Beecham (Viva, maltova/health drink); Hughes Software (Software); General Motors (Opel Astra - automobiles); Oracle India Ltd (Oracle - software); United Agencies Ltd (Pernod - liquor); Bhartiya Janata Party (BJP - political); Philips Communications (Savvy - cellular phones); Britannia Industries (Zip-Sip, Tetrapak - health drink); Kinetic Engineering (Luna, V2, Brat - mopeds) Directorate of Income Tax (income tax); Big Leap Academy (Big Leap/software); ITC Cards (Expressions/greeting cards); Tally Solutions (Tally Academy/software); SET India (SET MAX, SET/TV channels); C1 India (Gate 2biz.com/website); Living Media India (Business Today/publications); The Hindustan Times (Hindustan Times/daily newspapers); ITC Foods (Dal Bukhara/foods); Gujrat Mineral Development (corporate); Elbee Express Services (corporate/courier
services); Science City (miscellaneous); Motor Industries (Blaupunkt/car audio systems); Marico Industries (Agency Of Record); Radian Beverages (Sunkist/soft drinks); Ogaan Publications (Elle)

<table>
<thead>
<tr>
<th>Leo Burnett India Pvt Ltd</th>
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<tbody>
<tr>
<td>Tel: (0091 22) 3807070 Fax: 3804542.</td>
</tr>
<tr>
<td>e-mail: <a href="mailto:clb@vsnl.com">clb@vsnl.com</a>.</td>
</tr>
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</table>

Branch telephone numbers:
- Delhi:(0091 11) 5069831
- Kolkata:(0091 33) 2801022
- Bangalore:(0091 80) 5272507

Television Billings: Rs 1896.6 million
Capitalised Billings: Rs 2,709.4 million
Gross Income: 375.91 million

Senior Executive: Arvind Sharma, Chief Executive Officer

Major Clients: Birla Sun Life Insurance Company (Birla Sun Life/life insurance); Fiat Auto (Fiat Palio/automobiles); Somany Tiles (Somany/ceramic tiles); Bajaj Electricals (Bajaj/fans & luminaries); La Opala RG (La Opala/Crockery, Solitaire/crystalware); Lin Pen & Plastic (Lin/writing instruments)

<table>
<thead>
<tr>
<th>Contract</th>
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<tbody>
<tr>
<td>Contract Advertising (India) Ltd</td>
</tr>
<tr>
<td>Vaswani Chambers, 264, Dr. A B Road, Worli Mumbai 400 025</td>
</tr>
<tr>
<td>Tel: (0091 22) 4306041, 4306042 Fax: (0091 22) 4303808/7890</td>
</tr>
<tr>
<td>e-mail: <a href="mailto:colvynharris@contractadvertising.com">colvynharris@contractadvertising.com</a></td>
</tr>
<tr>
<td>internet url: <a href="http://www.contractadvertising.com">www.contractadvertising.com</a></td>
</tr>
</tbody>
</table>
Branch telephone numbers:
Delhi:(0091 11) 6413344
Kolkata:(0091 33) 2825824/5/6
Bangalore:(0091 80) 221 4827, 221 9937
Television Billings:N.A
Capitalised Billings:N.A
Gross Income:320.98 million
Senior Executive:Colvyn J Harris, President
Major Clients: Bajaj Ltd (spirit scooterettes); Indian Express (matrimonial); Cadbury India Ltd (picnic, milk treatChocobix); Dabur foods Ltd(real/fruit juice); MTNL (corporate) Healthscribe /Next(medical transcription/TRG);SAP Labs (IT-DM service);Bazee.com (website);L.T Overseas (basmati); Computer Associates (corporate); DHL(courier Services);Blue Star (airconditioners);JK Industries (tyres);Templeton (mutual funds); Luxor Writing Instruments(Luxor ,Pilot, Papermate ,Waterman/Writing Instruments);MP Jewellers (jewellery retail);Ozone Pharmaceuticals (pain reliever/marks reliever);Grasim Industries (Graviera/textiles);Sony India (LCD projectors& PC monitors).

Euro RSCG
Euro RSCG Advertising Pvt Ltd
Brady Glady's Plaza, Unit No 5, 1st floor, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013
Tel:(0091 22) 493 7188 Fax: (0091 22) 493 7183
e- mail:ishan@eurorscgindia.com.
Branch telephone numbers:
Delhi:(0091 11) 686 5319/21
Kolkata:(0091 33) 464 7341/7798
Television Billings: Rs. 272.00 million
Capitalised Billings: Rs. 1136.0 million
Gross Income: 306.00 million
Senior Executive: Ishan Raina, Chairman-CEO
Major Clients: HDFC Securities (HDFC/securities); Dell Computers (Dell/computers); Hindustan Lever (Sangam Direct /grocery retail); HDFC Bank (HDFC/credit cards); Danone (Evain/bottled water); Bata (Bata/footwear); Hero Punch (Hero Punch/scooterettes & mopeds); CavinKare (Meera soaps); Sara lee TTK (Kiwi Kleen Flush/toilet cleaners); Parry Fertilizers (Parry Super /Fertilizers); Parry EID Sanitaryware (Parryware/Sanitaryware); GlaxoSmithKline (Phexin/anti-infective); Janssen Cilag (Retino A/acne-treatment Creams); UNICEF (UNICEF/public service); Navneet Publications (Navneet/study books & note books); Caltiger (CalVox one/business messaging); Golden Park Hotels & resorts (The London Pub/pub); Elind Computers (Elind/transaction of software); iVega (iVega/infotech services).

Pressman
Pressman Advertising & Marketing Ltd
Pressman House, 10A, Lee Road, Kolkata - 700 020
Tel: (0091 33) 280 0815-20, Fax: (0091 33) 280 0813
e-mail: pressmancal@vsnl.com
internet url: www.pressmanindia.com
Branch telephone numbers:
Delhi: (0091 11) 331 5292, 372 5931/33, 3354706
Mumbai: (0091 22) 2818520/21/22, 2823959/3656
Chennai: (0091 44) 8520729/6296, 8555992/0346
Bangalore: (0091 80) 226 9336, 2281789
Ahmedabad: (0091 79) 6576484/9449/6309
Hyderabad: (0091 40) 7812138
Pune: (0091 20) 6128260
Television Billings: Rs. 53.2 million
Capitalised Billings: Rs 1950.2 million
Gross Income: 292.84 million
Senior Executive: Navin Suchanti, Director
Major Clients: Mother Dairy (Mother Dairy/dairy products); IBP Co (IBP Red/lubricants); KVIC (Sarvodaya/FMCG); BSNL (services/telecom).

M A A

No. 6, Service Rd, Domlur Layout, Bangalore - 560074
Tel: (0091 80) 5358910, Fax: (0091 80) 5353891
e-mail: maa_bng@maa.co.in.
internet url: www.maa.co.in.
Branch telephone numbers:
Delhi: (0091 11) 6223 487/83
Mumbai: (0091 22) 2674609/7234
Chennai: (0091 44) 499 1353/1466
Hyderabad: (0091 40) 776 8261/0674
Cochin: (0091 484) 354 614/609
Television Billings: Rs 454.0 million
Capitalised Billings: Rs 1784.0 million
Gross Income: 267.60 million
Senior Executive: Bunty Peerbhoy, Chairman
Major Clients: N.A
IB&W
IB&W Communications Pvt Ltd
71, Dainik Shivner Marg, Gandhi Nagar, Worli, Mumbai - 400 018, India
Tel: (0091 22) 4920291, 497 1401 Fax: (0091 22) 497 1398
E-mail: ibwbom@vsnl.com.
Branch telephone numbers:
Delhi: (0091 11) (0091 11) 6685414/15
Bangalore: (0091 80) 5597496
Chandigarh: (0091 172) 385494/5
Coimbatore: (0091 422) 435371
Hyderabad: (0091 40) 6329833
Television Billings: Rs 234.0 million
Capitalised Billings: Rs 1,790.3 million
Gross Income: 266.57 million
Senior Executive: Mukesh Gupta, Chairman & Managing Director
Major Clients: Milma (milk marketing); JIVE (juices and so on); SUPPLYCO (civil supplies); Orient Ceramics (ceramic manufacturing); A.P. Tourism (tourism)

Triton
Triton Communications Pvt Ltd
43, Prospect Chambers Annexe, 4th Floor Dr. D. N. Road, Fort, Mumbai 400 001
Tel: (0091 22) 282 3004, 2846088 2823793/4473 Fax: (0091 22) 2846099
E-mail: triton@bom2.vsnl.net.in,
internet url: www.tritoncom.com
Branch telephone numbers:
Delhi: (0091 11) 646 6759/, 648 6775,
Bangalore: (0091 80) 552 0689/1864
Ahmedabad:(0091 79) 658 6551/52/53
Pune:(0091 20) 5815138
Hyderabad:(0091 40) 330 5937
Television Billings: Rs 1052.9 million
Capitalised Billings: Rs 1268.6 million
Gross Income: 218.62 million
Senior Executive: Noshir Desai, Executive Director
Major Clients: Sanket Industries (No 1 Pan Masala/pan masalas); Dr Batra’s Positive Health Clinic (healthcare); Marico Industries (Mediker/shampoos, Shanti Amla/hair oils); Millennium Breweries & Allied Products (Sandpiper/beers); Lawrence & Mayo (corporate optics); Hiperworld Cybertech (software); Technic Holding (leather goods); The Home Store India (retail chain); The Central Park Hotel (hotels); Niraj Kumar Association (developer); Essel Housing (housing); HUDCO (home finance); E.I. Dupont India (crop protection products).

Ambience D'arcy
Tel: (0091 22) 496 2898, Fax: (0091 22) 493 7847,
e-mail: nchopra@ambiencedarcy.com
Branch telephone numbers:
Delhi:(0091 11) 646 9572
Television Billings: Rs 211.0 million
Capitalised Billings: Rs 776.0 million
Gross Income: 218.00 million
Senior Executive: Ashok Kurien, Chairman & Managing Director
Major Clients: Goodlass Nerolac (Nerolac/paints); Tata Infomedia (Tata Press Yellow Pages, Touch Stone/services); Saboo Sodium Chloro (Surya Salt/salt); Western Union Financial Services Inc (Money Transfer/financial service); Hindustan Lever (Lakme/skincare); Raymond (Raymond Be/ready-made garments); Philips India (Philips/luminaires).

Moulis Euro RSCG
Moulis Euro RSCG Advertising Service Pvt Ltd
No 4, 1st Floor, Rams, 27 West Cott Rd, Royapettah, Chennai 600 014
Tel: (0091 44) 8526636, 857 0515, 8533480 Fax: (0091 44) 8593511
e-mail: mouliseurorscg@eth.net.
Branch telephone numbers:
Delhi: (0091 11) 6865319-21 6135538
Mumbai: (0091 22) 4912205
Calicut: (495) 741682
Mangalore: (0084)213914
Bangalore: (0091 80) 5586980/2146, 5550229
Hyderabad: (0091 40) 7794355
Television Billings: Rs 2.6 million
Capitalised Billings: Rs 155.7 million
Gross Income: 217.27 million
Senior Executive: R Ramesh, Managing Director
Major Clients: Ma Foi Management (Ma Foi/human resources); IPF Online (IPF Online/website).

Bates
Bates India, 55B, Mirza Ghalib Street, Kolkata- 700016
Tel: (0091 33) 2295270, Fax: 2495290.
Branch telephone numbers:
Delhi:(0091 11) 3319908
Mumbai:(0091 22) 2034246
Chennai:(0091 44) 8520021
Bangalore:(0091 80) 5599924
Television Billings: N.A.
Capitalised Billings: N.A.
Gross Income: 210.72
Senior Executive: Madhukar Kamath, Chief Executive Officer
Major Clients: Hyundai Motor (Hyundai Accent/automobiles); Kirloskar (KOEL Green/gensets); Morepen Laboratory (Dr Morepen/OTC healthcare); Star TV Group ('Kaun Banega Crorepati')/TV game show); Le Meridien (Le Meridien/hotels); MTDC (MTDC/tourism); Hindustan Coca-Cola/beverages).

<table>
<thead>
<tr>
<th>Percept</th>
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</thead>
<tbody>
<tr>
<td>Percept Advertising Ltd, 22, Raghuvanshi Estate, 11/12, Senapati Bapat Marg, Mumbai-400013.</td>
</tr>
<tr>
<td>Tel:(0091 22)491 8811 Fax:(0091 22) 491 1281</td>
</tr>
<tr>
<td>e-mail: <a href="mailto:percept@perceptindia.com">percept@perceptindia.com</a></td>
</tr>
<tr>
<td>internet url: <a href="http://www.perceptindia.com">www.perceptindia.com</a></td>
</tr>
</tbody>
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Branch telephone numbers:
Delhi:(0091 11) 621 4383
Baroda:(0091 265) 335 779
Pune:(0091 20) 614 1613
ILucknow:(0091 0522) 634 8913
Television Billings: Rs 183.2 million
Capitalised Billings: Rs 1250.4 million
Gross Income: Rs 207.66 million
Senior Executive: Mangal Singh, Chairman
Major Clients: Polaroid India (Polaroid/camera); JP Greens

Saatchi & Saatchi

Saatchi & Saatchi Ltd, 1st Floor, Sitaram mills compound, N.M Joshi Marg, Mumbai 400 011.

Tel: (0091 22) 300 0301/03/04 Fax: 300 0302
e-mail: vsbby@bom4.vsnl.net.in
internet url: N.A

Branch telephone numbers:
Delhi: (0091 11) 643 6855/59
Kolkata: (0091 33) 282 5295/557
Chennai: (0091 44) 822 9213/52
Bangalore: (0091 80) 506 5386-90/91-94
Television Billings: Rs 392.4million
Capitalised Billings: Rs 711.5million
Gross Income: Rs 159.98 million

Senior Executive: V. Shantakumar, managing director-chief executive officer

Major Clients: Alembic Glass Industries (Yera Glass/crockery); Aptech (Aptech Computer Education/computer education); Ameya Trading Co (Superclass Coffee/coffee); Bayer India (Gaucho and other products/agro chemicals); Grasim Industries (Birla Plus Cement/cement); Indian Hotels Co (Taj Group of Hotels, Delhi/hotels); Shaw Wallace (Royal challenge/beer); TVS-Suzuki (Victor, Fiero/two-wheelers); Zee Telefilms (Playwin/lottery); Zandu Pharmaceutical Works (Zandu Chyavanprash, Zandu Honey/ayurvedic products).
TBWA Anthem
TBWA Anthem Pvt Ltd, 25-c, Commercial Complex, Paschimi Marg, Vasant Vihar,
New Delhi-110 057
Tel: (0091 11) 614 2292 Fax: (0091 11) 614 5176
e-mail: delhi@tbwa-anthem.com
internet url: www.tbwa-anthem.com
Branch telephone numbers:
Mumbai: (0091 22) 659 2222
Chennai: (0091 44) 829 1051
Pune: (0091 20) 6136444
Television Billings: 256.4 million
Capitalised Billings: 734.6 million
Gross Income: 143.89 million
Senior Executive: K George John, Chairman & Managing Director
Major Clients: Yamaha Motor India (Yamaha Crux, Yamaha Crux R, Yamaha YBZ /motorcycles); Sundaram Mutual Fund/mutual funds; Jagatjit Industries (Perfect 10/liquor); Foster's India (Foster's/beer); Nutritia India (Anik Ghee/food); Sanjivani Remedies (Sanjivani/healthcare); NIIT India (NIIT/infotech).

Everest
Everest Integrated Communications Pvt Limited
DGP House, Ground Floor, 88-C, Old Prabhadevi Road, Mumbai-400025
Tel: (0091 22) 4627711/22 Fax: (0091 22) 4627721
e-mail: everest@mumbai.eicl.net
internet url: www.eicl.net
Branch telephone numbers:
Delhi: (0091 11) 6208153, 6224102/76/4315/4539
Bangalore: (0091 80) 5355135
Hyderabad: (0091 40) 6507324, 6323390
Television Billings: (N.A)
Capitalised Billings: (N.A)
Gross Income: 132.96 million
Senior Executive: Ms Niloufer Kapadia, Chairperson
Major Clients: Ajanta Pharma (Pinkoo Cough Syrup/Cough Syrups, Pinkoo Gripe Water/gripe water, Trimol Pain balm/pain balms); Parle Agro (Frooti/soft drinks, Bailey/bottled water); Honda Siel Cars (I)(Honda City/cars).

Madison
Madison Communications Pvt Ltd
3rd Floor, Zoroastrian Bldg, 16, Horniman Circle, Fort, Mumbai 400 023
Tel: (0091 22) 266 3997, 266 0425, 269 4167 Fax: (0091 22) 266 2776, 269 4168
e-mail: sam@madisonindia.com
internet url: www.madisonindia.com
Branch telephone numbers:
Delhi: (0091 11) 338 1053/1146/1428
Chennai: (0091 44) 4363625/22
Bangalore: (0091 80) 5588785, 5594782
Television Billings: 244.7 million
Capitalised Billings: 3129.1 million
Gross Income: 114.80 million
Senior Executive: Sam Balsara, Chairman & Managing Director
Major Clients: Godrej Sara Lee; TBZ/Zaveri Bazar; Godrej Soaps; Godrej Sara Lee; BPL Group; Maruti; Perfetti; Kinetic; Indiandoctors.com; FDC; Empire Institute of Learning; ACC.
SSC & B Lintas
Phoenix Complex, 4th Floor ,SB Marg, Lower Parel, Mumbai 400 013, Mumbai-400013
Tel:(0091 22) 493 5377, 495 3679 Fax: (0091 22) 495 0130, 460 2731
e-mail:ajay.chandwani@sscbindia.com
internet url:www.sscbindia.com
Branch telephone numbers:
 Delhi:(0091 11) 3353791/92/93
 Bangalore:(0091 80) 5201365/71/66
 Hyderabad:(0091 40) 3400894/1891
Television Billings:260.0million
Capitalised Billings:560.0million
Gross Income:112.00million
Senior Executive:Ajay Chandwani, President
Major Clients: Hyundai Motors (Hyundai Santro,Hyundai Sonata /cars);Hindustan Lever (Kwality Walls Max /confectionery, Modern/bread); Zee Interactive (Zed Career Academy/computer education,Zed TV/TV Channel ,Zeelearn .com/website );Grand Hyatt (Grand Hyatt/hotels);Hyatt Regency (Hyatt Regency/hotels);Knoll Pharmaceuticals (Prothiaden, Epilex, Insulin/anti-depressant, anti-epilepsy,anti-diabetic drugs );Hero Cycles(Hero Yankee/kids cycles);Sonata Software (Sonata/corporate);Mascot Systems (Mascot/corporate);Deccan Chronicle(Deccan Chronicle/daily newspaper);Minerva Coffee Shop (Minerva/restaurant);Blue Fox (Blue Fox/restaurant);Tanning Technology India (Network Servicing /infotech);Netplane Network Technology (infotech/embedded software);Deccan Ayurvedarsham Pharmacy (DAP/ayurvedic medicine).
Publicis

Publicis (India) Communications Pvt. Ltd.
Publicis-Zen House, Kamala City, Senapati Bapat Marg, Lower Parel, Mumbai 400 013
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e- mail:zen@publicisindia.com
internet url:www.publicisindia.com
Branch telephone numbers:
Delhi:(0091 11) 6218634/35
Television Billings:387.6million
Capitalised Billings:576.5million
Gross Income:110.81million
Senior Executive: Bharat Dabholkar, Managing Director
Major Clients:Star TV Network (Star Gold /TV Channel);Nestle India (Nestle Pure Life/bottled water);Coca-Cola India (Schweppes Soda/carbonated beverages);Hewlett-Packard(Hewlett-Packard/computers);May-fair(Zodiac Shirts/garments)

MODE

Mode Advertising & Marketing Pvt Ltd
C 40 & 44 ,Lajpat Nagar II, New Delhi-110 024
Tel: 6829781/7832, 6923252 Fax: 6832023
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Branch telephone numbers:
Mumbai:(0091 22) 2613986 26789074
Chandigarh:(0091 172) 669069
Jaipur:(0091 171) 515097
Ahmedabad:(0091 79) 6400900
Television Billings: 4.72 million
Capitalised Billings: 180.3 million
Gross Income: 22.77 million
Senior Executive: G.K Dhawan, Chairman
Major Clients: ITPO (Aahar/services); Indian Oil Corp (Servo/Oils & lubricants).