

OVERVIEW

WetFeet Insider Guide – Careers in Advertising

The Industries

“An advertising agency is a marketing consultant. It helps the client... with all aspects of its marketing efforts...from strategy to concept to execution.” The advertising industry also includes public relations, which “involves communicating an organization’s message to the press rather than directly to the target market.” “Fortunately for those in these industries things are looking up; as advertising and PR spending increases, agencies are finally beginning to add new jobs.” Agency locations tend to be in New York, Los Angeles, Chicago, and San Francisco.

Types of Agencies

Traditional Agencies

These agencies handle a variety of account types (packaged goods to sporting goods to computer software, etc.) and are full-service agencies offering strategy, concept, and execution of advertising. Traditional agencies are broken down by size as follows.

Big Global Networks

Several global marketing and media conglomerates dominate the advertising industry including Omnicom, WPP Group, The Interpublic Group, Havas, among others. They are connected by advertising agencies that have expanded their operations by opening offices around the world and by acquiring other marketing and media companies. In the old days, being big meant being corporate and account-driven, but advertising has changed and even big conglomerates are recognizing the value of catchy creative work.

Smaller Shops

Many smaller shops still exist. These boutiques are creative in nature. As is the case with most small companies, employees work on several projects at once, instead of being responsible for just one account.

Specialty Agencies:

Interactive Agencies specialize in online marketing and advertising. Advertisers from a broad range of industries are starting to try out new online strategies with a more realistic perspective on what advertising on the Internet can and cannot do.

Direct-Marketing Agencies specialize in designing and distributing direct mail.

Ethnic Agencies focus on marketing to ethnic minority markets. Players include Burrell Communications, Dieste Harmel & Partners, and MUSE.

Automotive Agencies are usually smaller agencies that focus on automotive work.

Health Care Agencies specialize in promotional and educational materials in addition to producing traditional advertisements. This segment of the industry is growing faster than most other segments. Players include Cline Davis & Mann, Klemtner Advertising, and Sudler & Hennessy.

In-House Agencies are those companies that do their own advertising such as Charles Schwab & Co. and MasterCard.

Top Agencies

Advertising Agencies

Arnold Worldwide Partners
BBDO Worldwide
DDB Worldwide Communications
Deutsch
Fallon Worldwide
Foote Cone & Belding Worldwide
Goodby, Silverstein & Partners
Grey Worldwide
GSD&M
J. Walter Thompson USA
Leo Burnett Worldwide, Inc.
Lowe & Partners Worldwide
McCann-Erickson Worldwide
Ogilvey & Mather Worldwide
Publicis USA
Publicis & Hal Riney

Saatchi & Saatchi
TBWA/Chiat/Day
Wieden + Kennedy
Y & R Advertising
Public Relations Agencies
Burson-Marsteller
Edelman
Fleishman-Hillard, Inc.
Hill & Knowlton, Inc.
Ketchum
Manning, Selvage & Lee
Ogilvy Public Relations Worldwide
Porter Novelli
Waggener Edstrom, Inc.
Weber Shandwick Worldwide

On the Job

Common Titles in Agencies

Account Executive
Account Manager
Account Supervisor
Management Supervisor
Vice President
Director

The Workplace

Behind the supposed glamorous lifestyle, there is a lot of hard work. Work hours depend on what needs to get done. In other words, work is project-based. Despite the stress and long hours, employees say that advertising can be a lot of fun. Employees tend to be young, into pop culture, and creative. Salaries begin quite low and increase significantly as workers advance. Vacation begins with the standard two weeks and increases with time served. Travel is often required.

Compensation

Advertising

Account Executive: \$45,000 - \$65,000
Account Planner: \$50,000 - \$80,000
Copywriters: \$50,000 - \$90,000
Art Directors: \$45,000 - \$90,000
Media Directors: \$50,000 - \$120,000
Associate Creative Directors: \$70,000 - \$120,000
Account Directors and Supervisors: \$60,000 - \$85,000
Creative Directors: \$80,000 - \$175,000

Public Relations

Account Executive: \$40,000 - \$50,000
Senior Account Executive: \$55,000 - \$80,000
Account Managers and Supervisors: \$55,000 - \$85,000
VPs and Group Directors: \$75,000 - \$150,000

For more information, please refer to WetFeet's Insider Guide to Careers in Advertising available at the Office of Career Services Front Desk.