

# THE STRUCTURE OF A COMMUNICATION AGENCY

Knowing how an Agency works gives you a great insight on the expertise and knowledge associated with communication activities. The job and structure of Agencies were created empirically – and it reflects an optimal organisation.

## \_\_\_\_ CONCEPTION TEAM \_\_\_\_

**Account Director / Manager:** The Account Director eventually pilot different Account Managers. An Account manager helps the Client choose the best product for his need – and become his first point of contact.

The Account manager comes at the beginning and at the end of a project and his job is to guarantee the **Client's satisfaction**. Account managers usually have general profiles in a sector, and they know well their Client's constraints – they might have worked for instance in the same sort of companies, or evolved in the same social circles.

Account managers are not salesmen - they have to know the specificities of their colleague's jobs at the Agency so that they can explain the complex procedure of creating efficient communication tools to both their own team and the Client.

The Account department produces one of the most important documents of the process: the **CLIENT BRIEF**. It is the first stone to put in place with a Client - and until this first stone is perfectly polished - no work should start. **Work for the Client**

**Planner (also called MEDIA Planner / Strategic Planner):** In a sense a Planner might have the most important responsibility in a Campaign's success. The job of the Planner is to know extremely well the best media channel to reach an Audience. A good planner needs to know the taste and feelings of people, their main occupations, their income, their preferred media habits and a great planner should be able to monitor and create the communication trends he observes around him.

His job is then to sum up his analysis for the Creatives – and he prepares the second most important document of the Agency: the **CREATIVE BRIEF**. This Creative brief / both oral and written / is a one-page recap of what the Client wants to achieve (sell a product, a service, become more renowned, influence people's perception etc.) and what the Agency can select as a solution to achieve this.

Planners can have backgrounds in Psychology, Sociology or Anthropology – or generally derive their expertise from any life-experience that put them in contact with many groups of people with the need to understand them. With the rise of Social media / programmatic automated advertising and more complex tools to monitor the activity of people online, a new class of social media planners emerges – which have more of a digital profile and data analyst background.

The job of the Planner in an Agency is fundamental so that the team can understand what the CONSUMER needs – In the Triangle they form with others, they bring the filter of the **audience** in the game. **Work for the consumer / citizen.**

**Creative Director:** Makes the Creatives creative – He/She is ultimately responsible for the failure/success of a concept – His job is to protect the Agency's reputation by taking on creative jobs and try to win advertising/comms awards. A Creative Director is the filter to match the CLIENT Brief and the CREATIVE Brief solutions - if an advertisement looks nice but is not efficient - he is in position to call for reworking it.

**Work for the agency.**

**Project Managers:** each project has a dedicated project manager who oversees the production schedule and budget and who keeps close contact with the Client. He/She informs of the advancement of a project weekly. A newcomer/intern in an Agency and who has no technical specialty would certainly start as a **Project Assistant**, under the supervision of a Project Manager. The project manager can use all the positions below to make the project a success:

## \_\_\_\_ PRODUCTION TEAM \_\_\_\_

**Art Director:** He/She translates the concept of a campaign into a visual universe – he interprets the brief made by the Creative Director and the Planner and manages the other Creatives who will create the visual executions. The Art Director is the visual soul of an Agency and usually works in pair with a Copywriter. There can be various Art Director + Copywriter tandems at a large agency.

**Copywriter:** He/She writes stories to interpret the concept of a campaign – and eventually come up with concepts. He/She usually works in tandem with the Art Director to produce Visuals and Texts.

**Video Director:** He/She tells a story with a film

**Graphic Designer:** He/She produces the graphic vision of the Art Director

**Sound Designer:** He/She creates the music and sound FX for the campaign

**Web Designer:** He/She produces the digital tools under the supervision of the Art Director (front-end - User Experience)

**Web Developer:** He/She helps the web designer on the technical aspects of a web project (code / back-end)

**Social Media strategist:** He/She helps the planner and the team to build a Social Media strategy

**Media buyer:** He/She have relation with the providers of media space in order to purchase the relevant attention

## TYPES OF MEDIA

1. **Earned media** - when someone who has its own audience talks about you (TheGuardian / Reuters etc.)
2. **Paid media** - when you pay somebody to transmit your message (Euractiv / Monocle, Euronews etc.)
3. **Owned media** - when you create your own media and audience to circulate your niche ideas (online media of the best stories of your industry – trade journal etc.)

**Shared media** - a new classification - when your story starts to circulate for free because people share it (Facebook / Twitter etc.) – sometimes described as an additional type of MEDIA / but can be put into EARNED MEDIA as it answers the very same logic

#	Product / media	owned media	paid media	earned media
1	Outdoor billboards			
2	Newspaper full page ad			
3	Newspaper article (e.g The Guardian)			
4	Magazines niche industry			
5	Brochures			
6	Catalogues			
7	Packaging (decorative container)			
8	Direct mail			
9	Exhibition stands			
10	Postcards			
11	Annual report			
12	Forms / Quizzes			
13	Staff magazines			
14	Interactive Infographics (web)			
15	Newsletter			
16	Trade Magazines			
17	Consumer Magazines			
18	USB Stick			
19	Magazines global			
20	Moving infographics			
21	Linkedin (article)			
22	Facebook (post)			
23	Twitter (message)			
24	Youtube (video)			
25	Vimeo (video)			
26	Static paper Infographics			
27	Cocktail / Breakfast / Conference			
28	Datavisualisation			
29	Euronews reportage			

## LIST OF POSSIBLE CONTENT

- **How to's guide**
- **Content curation of others**
- **Case studies**
- **Charts / Graphs**
- **Ebooks**
- **Email newsletters / Autoresponders**
- **Cartoons / Illustrations**
- **Book Summaries**
- **Tool reviews**
- **Giveaways**
- **FAQs**
- **Q&A session**
- **Webinar**
- **Guides**
- **Dictionary**
- **"Day in the Life of" Post**
- **Infographics**
- **Interview**
- **Lists**
- **Mind Maps**
- **Meme**
- **Helpful Application / Tool**
- **Opinion Post**
- **White Papers**
- **Vlog**
- **Videos**
- **Templates**
- **Surveys**
- **Slideshares**
- **Resources**
- **Quotes**
- **Quizzes**
- **Polls**
- **Podcasts**
- **Pinboards**
- **Photo Collage**
- **Original Research**
- **Press Releases**
- **Photos**
- **User Generated Content**
- **Company News**

## Content Marketing:

*Write once, publish everywhere*

**Our strategy is to write once, and publish everywhere and anyway possible. For example**

- 1) when I do an eBook,
- 2) then it will automatically become a blog post(s),
- 3) I tweet it daily,
- 4) it will become a webinar,
- 5) I send it out through the email newsletter,
- 6) I both use the graphics that I use in the eBook and
- 7) I produce infographics from it,
- 8) the webinar will become a YouTube video,
- 9) I produce a podcast from it, etc, etc.

I try to bring as much value out of that one good piece of content as possible

CLIENT:

CONTACT PERSON:

# client brief

BRAND:

CREATIVE DIRECTOR:

DATE:

VERSION:

## I. general understanding of the project

**WHAT IS THE TOPIC YOU ARE ADDRESSING?**

*(General background – 2-3 lines max - so that we can better understand the project)*

**WHY IS THIS TOPIC IMPORTANT TO YOU?**

*(If it is important to you, it might become important to someone else )*

## II. who are we talking to?

**WHO DO YOU WANT TO TALK TO? WHY THEM?**

*(Think about the one type of people who can help you if you attract their attention)*

**WHY DOES YOUR TOPIC MATTER TO THESE PEOPLE?**

*(Give a concrete example of the last time you convinced someone about your project)*

**DO YOU KNOW SOMETHING SPECIAL ABOUT YOUR AUDIENCE?**

*(What they like / dislike, their music taste, their main problem, etc?)*



## III. objectives & numbers

**CAN YOU GIVE PRECISE COMMUNICATION OBJECTIVES YOU WANT TO REACH?**

*(Do you know how many people you need to convince and what they should do for you?)*

**HOW CAN WE MEASURE THAT?**

*(Is there a tool to measure the number of visits or number of actions taken? Press articles, etc.)*

## IV. the communication tools

**DO YOU KNOW WHICH COMMUNICATION TOOL YOU WOULD LIKE TO PRODUCE?**

*(Do you foresee a specific communication tool as a good solution to your problem?)*

**HOW DO YOU THINK THIS COMMUNICATION TOOL WILL BE SUCCESSFUL?**

*(If and only if you have a specific tool in mind, guide us through the way it will be helpful.)*

## V. budget & schedule

**DO YOU HAVE A BUDGET RANGE YOU CAN COMMUNICATE?**

*(It is better to give an approximation of your budget and let others come up with fitting solutions.)*

**DO YOU HAVE A DEADLINE ALREADY?**

*(Think about big opportunities to communicate, events, “day of ...” etc.)*

## VI. the “do not”

**ANY SPECIFIC THING WE SHOULD ABSOLUTELY NOT DO?**

*(Potential backlash, approaches that have been failing, poor alliances, etc.)*

Type of story	Sequence	Structure	Why	How to	Timing (in s.)
PROBLEM / INSIGHT / SOLUTION / RESULTS	PROBLEM	PROBLEM Global / Impact	One single short sentence to say "there is a problem"	Line of text / drama music / VO possible	4
			3 to 4 other people stating the problem at a smaller or larger scale / or images showing this problem	Short cuts / quick testimonies / other news videos (4 or 5 examples)	20
		PROBLEM Insight more precise	Wrap-up of the problem in a sentence with a higher level of vocabulary	One sentence, written on screen / said with the VO	5
		PROBLEM explain it in a sentence			
	INSIGHT	INSIGHT - Something we discovered	Something made sense to us that motivated this project	VO - we talk about it / images generic or about the insight	5
		INSIGHT - proof of the insight	Showing what we discovered that is unique	Video / Images of the insight, showing people if possible + VO explanation	5
	SOLUTION	SOLUTION - Quick exposure of the solution	This is what we've done to get other the problem	VO + Text + one image of the solution	4
		SOLUTION - How we made it in details	Explaining the huge challenge ahead and how we build a solution	Images of the challenge, and detail images of the solution / the project / possibly VO but more emotional without	10
		SOLUTION - Showing all the work	We made lots of things to bypass the problem (we did a lot / lots of images)	More images of the solution, the people at work, the details of it / more rythm	10
	RESULTS	RESULTS - And this brought all this change	Our solution brought a massive change	Emotional / let the image talk	8
		RESULTS - prove effect on people	Other people saying how much it helped	Testimonies / let other talk about it	8
				Number on screen / possibly with VO / number can be enough if well understood (not more than 5)	6
VISION	RESULTS - showing metrics	Show the numbers / data proving the change			
	VISION - showing the underlying philosophy	Remind people why you did it in the first place	VO - this is why we did it	3	
	VISION - slogan	One simple 5 words max sentence to remember the project	Slogan + VO - this was us, this was our story	5	
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Classic Case study, oriented towards showing results - the most complete form of information while keeping a high level of appeal

INSIGHT / PROBLEM / SOLUTION / BREAK / SOLUTION / RESULTS	INSIGHT	INSIGHT - Something that is true for most	One single, well expressed insight	VO - or text	8
	PROBLEM	PROBLEM - to resolve based on the insight	One single problem we resolved	VO (more personal)	12
	SOLUTION	SOLUTION - something that shows it working	Discovery of the solution by the viewer, wonder what it is exactly	Images / let the question arise (the viewer fill in the gaps)	10
		SOLUTION - How we overcame the problem	One single solution / fun or deep / one sentence	VO + text	8
		SOLUTION - other people say it	Praise about how the solution worked so well	Multiple voices / extracts from the project and what people said about it	12
	BREAK	BREAK - Fun part / or Drama part	Comes back to the reality of the solution and the campaign	A relevant extract, a testimony from someone - the deeper the better	10
	SOLUTION	SOLUTION - Dig into the mechanics	Dig into the mechanics of the solution, and the various tools	Lots of shots / extracts of the actual implementation that shows how it works	20
	RESULTS	RESULTS - prove effect on people	Testimony from the project leader / or from a happy user	One single testimony can be powerful enough if it is short / or 2 of them even shorter and emotional	10
		RESULTS - showing metrics	Show the numbers / data proving the change	Number on screen / possibly with VO / number can be enough if well understood (not more than 5)	6
	END	PACKSHOT Logo	Logo + end message of the campaign to remember it	One short snappy sentence + logo	3
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Emotional / funny case study - more impactful and engaging, can resonate very highly with people and push for even more engagement. More delicate balance to create, requires a lot of sensitivity to what works or not visually.