

# ADVERTISING



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EXPLORATION

S. WILLIAM PATTIS



**CAREERS** in

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# ADVERTISING

**VGM Professional Careers Series**

**CAREERS** in

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# **ADVERTISING**

**S. WILLIAM PATTIS**

**THIRD EDITION**

***VGM Career Books***

*Chicago New York San Francisco Lisbon London Madrid Mexico City  
Milan New Delhi San Juan Seoul Singapore Sydney Toronto*

**Library of Congress Cataloging-in-Publication Data**

Pattis, S. William.

Careers in advertising / S. William Pattis.—3rd ed.

p. cm.—(VGM professional careers series)

ISBN 0-07-143049-0 (alk. paper)

1. Advertising—Vocational guidance. I. Title. II. Series.

HF5827.P378 2004

659.1'023'73—dc22

2003025809

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. 3 4 5 6 7 8 9 0 DSH/DSH 0 1 0 9 8 7 6

ISBN 0-07-143049-0

Interior design by Robert S. Tinnon

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This book is printed on acid-free paper.

# FOREWORD

**H**ollywood stars, sports celebrities, supermodels—there's plenty of reasons to be attracted to the glamorous field of advertising. Every time we turn on the radio or television, sign on to the Internet, or read a newspaper or magazine, we experience the product of the world's most creative industry. The spokespeople are gorgeous, the special effects are dazzling, and the music and video techniques are the ultimate in "cool."

That's the public face of advertising, and it is so compelling that we sometimes forget that the business of advertising hides behind that fashionable mask. Advertising is a monster force in the global marketplace, compelling product sales, motivating consumers, promoting ideas, and generally supporting all forms of mass media. Tens of thousands of employees conceive, create, write, and produce the print ads, television spots, websites, and direct-mail solicitations and manage the media process that brings them into our homes.

According to *Advertising Age*, the advertising industry newspaper of record, U.S. advertisers spend more than \$225 billion each year on advertising—more than many foreign countries spend on public services for their citizens. General Motors alone spends nearly \$3.5 billion—just to sell automobiles!

Where there is that much wealth, there is also a wealth of opportunity, and this career guide to advertising provides a solid nuts-and-bolts introduction to the advertising industry—what makes it tick, who makes it work, and how to get started on the path to success.

If you are interested in a career in advertising, then you've got to know what's behind the glitz.

This guide explores the depth and breadth of the advertising industry and the broad range of career choices it harbors, including account services, agency management, brand management, creative services, media sales, media services, print and broadcast production, public relations, research, and traffic.

*Careers in Advertising* also provides a snapshot of advertising agency operations, the most significant source of industry opportunities, and suggests training and education for entry-level job seekers. It's a great place to get started in your career planning.

If you're smart, creative, and willing to work hard, there's probably a job for you in the world of advertising—and you may even get to hang out with celebrities!

LEN STRAZEWSKI  
Journalism Department  
Columbia College Chicago

# ACKNOWLEDGMENTS

**F**or whatever reason you picked up this book, you obviously have an interest in advertising. Good for you! If that interest is to seek a career, then read on, because you have chosen a dynamic profession that demands creativity, hard work, unpredictable hours, and the ability to ride the crest of success or handle the frustration of defeat. You will find it all in advertising, and if you happen to be really good, you'll enjoy the work even more and probably make a pile of money.

I have spent over fifty years in the fast-paced world of advertising and publishing, and my family has had to share it all. Therefore, I would like to dedicate this book to my one and only wife of fifty-three years, Bette, and my adult children and their spouses, Mark and Anne-Françoise Pattis of Highland Park, Illinois, and Robin and Roger Himovitz of Montecito, California. Also, a special mention goes to my five wonderful grandchildren—Rachael, Benjamin, Jacob, and Eli Himovitz and Madeleine Annette Pattis—with the hope that this book will give them a little more by which to remember “Popi” in the years to come.

Finally, I owe a very special thanks to Len Strazewski, former editor at *Advertising Age* and now on the journalism faculty at Columbia College Chicago, for his splendid research and help in assembling this book.

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## CHAPTER

# 1

# THE EVOLUTION OF ADVERTISING

**Y**ou already know a lot about advertising. It's all around you, in every medium you experience every day—signing, shouting, flashing messages about products, services, events, activities—anything that can be bought, sold, or experienced for a price.

Advertising permeates nearly every facet of modern society. You would be hard pressed to find anyone or any modern culture unaffected by advertising. The process is designed to be inclusive—to reach out to everyone. For example, businesses advertise to make the consumer aware of the products or services they provide and hope that this awareness results in increased sales or improved public acceptance. In some instances, advertisers seek to promote a particular idea or cause through their advertising. Besides informing the public of the goods and services available in the marketplace, advertising also helps create a public image for the advertiser. A company's ads can say a lot about that company's personality, style, and credibility or lack thereof. Because advertising serves as the advertiser's link to the buying public, public perception becomes crucial to a company's ultimate success.

Businesses employ a variety of electronic and traditional media to reach the public, and the mix of media in any advertising campaign continues to evolve as technology evolves. Television and radio are the broadcast mainstays. Newspapers, magazines, direct mail, billboards, posters, catalogs, and brochures are the traditional cornerstones of many advertising programs. Since the early 1990s, the Internet has joined the older media as an advertising tool, and its World Wide Web has become a fast-growing marketing

and publishing vehicle, taking advantage of the global reach and interactive nature of the network technology.

Most of these media depend on advertising for a major portion of their revenues. The majority of radio and television networks and independent stations are funded by advertising revenue, and the success of radio and television programming is measured in part by its ability to generate advertising revenue. Most newspapers and magazines depend on advertising to pay their publication costs and to generate a profit.

Some media are designed exclusively for advertising. Without advertising, there would be little need for billboards, posters, and most catalogs.

Advertising's importance to the communications industry is immeasurable. In fact, most forms of media that the public takes for granted would be extremely expensive to the reader or viewer or would simply be out of business without the revenues produced by advertising. Advertising's importance in today's world should not be minimized; advertising dollars truly keep American media thriving.

The word *advertising* stems from the French verb *advertir*, meaning "to warn or call attention to." The American Marketing Association in Chicago ([marketingpower.com](http://marketingpower.com)) offers this definition: "the paid, nonpersonal presentation of goods, services, and ideas by an identified sponsor."

The distinguishing word in this definition is *paid*. Media can support product sales or image in many ways, but advertisers usually have to pay for the promotion of their products, services, or ideas and produce the content that conveys their message. In return, they control the message they want to communicate.

Publicity or positive mentions in the otherwise unrelated content of publications or broadcast programs can be thought of as free advertising. Publicity spreads the word about a product or service and is purely informational or simply entertaining for the audience, but it is a voluntary occurrence on the part of the medium. Because the advertiser has not paid for specific time or space to promote the product or service, the advertiser does not have the same level of control. This measure of control is why "paid" is a key part of the definition of advertising.

The American Marketing Association's definition of advertising also lends a deeper understanding of the field. The term *nonpersonal* implies that the message is intended to reach a large group of people rather than a specific person. Advertising is not personal, one-to-one selling, but is

accomplished through the mass media. Internet advertising, however, poses some exceptions. Since websites are cheap and easy to produce, they can be designed to attract a very narrow audience and allow individuals to make purchase decisions at the same time they view online advertising. E-mail advertising—online communication to individuals who have special interests—is a high-tech offshoot of direct marketing and can target individuals or small groups of similar individuals.

The phrase “goods, services, and ideas” shows that advertising covers a wide range of consumer needs. Advertising promotes more than products or goods, but also services, such as those offered by dry cleaners, banks, restaurants, and repair shops. Besides services, there is a growing trend to promote ideas through advertising. One look at the amount of paid political advertising during an election campaign reveals the importance of advertising in communicating ideas. The campaigner uses advertising to influence voters to accept his or her political ideas and support his or her quest for political office. Television advertising is the fastest way to reach the greatest number of voters and the most popular medium for political advertisers and has, unfortunately, led to an unprecedented amount of negative advertising and personal attacks by candidates. With these developments, it is clear that advertising is far more complex than simply selling a can of soup.

Continuing the definition, an “identified sponsor” allows the viewer or reader of the advertisement to identify the producer of the product, the company offering the service, or the group promoting the idea. Advertising usually reveals the brand name of the product, enabling viewers or readers to identify the product with the producer. Obviously, it would be pointless to advertise without indicating the sponsor and brand name, though some modern advertising has become obscure on identification as it attempts to emphasize image development over sales.

Besides placing ads in the various forms of media, advertisers can also employ consumer promotions, trade promotions, and point-of-purchase advertising. Consumer promotions include coupons, special sales, contests, or any type of special offering that attempts to persuade the consumer to purchase a product or service. Trade promotions consist of special offers made to wholesalers and retailers such as “Buy 1,000 units and get 100 free” or “Order before this date and receive no bill until a later date.” Exhibits and trade shows also fall under the umbrella of trade promotions.

Point-of-purchase advertising occurs at the location where the product is made available for sale or use. This type of advertising can include unique product displays, banners, posters, neon signs, and other eye-catching devices. Point-of-purchase advertising draws attention to the product right where the consumer is—in the supermarket, convenience store, or elsewhere. It often has a great effect because it can make a product stand out from the other products, and the consumer can purchase the product right then and there on impulse. The immediacy of point-of-purchase advertising makes it a powerful tool for the advertiser.

The advertising process is very much a chain of activity, beginning with the company that produces a product or service and ending with the consumer who makes a buying decision. Advertising provides a connection between someone offering something and someone who needs something. In the middle of this chain is the link that connects producers and consumers—the advertising agencies.

Advertising agencies play a crucial role in today's advertising business. These organizations are responsible for creating, producing, and placing ads for their clients' companies or institutions and developing the strategies that stimulate the recognition, image, and sales their clients desire. Advertising agencies may also provide assistance in other areas, such as sales and marketing, public relations, and market research. Agency size can range from a few people to thousands, but within each agency, large or small, one or more people handle the different functions needed to produce the ads and to see that they appear in the right place at the right time.

Many of the most dynamic and creative job opportunities in the advertising business are within advertising agencies, but after years of remarkable growth, the advertising industry has suffered a recent downturn and a shift toward corporate advertising. As a result, there are also many job opportunities in the advertising or "brand management" departments of corporations.

## **ADVERTISING: A HISTORY**

Advertising, in one form or another, has been going on since ancient times. By reviewing the development of advertising through the ages, it's easy to see how advertising has grown to its present level of influence and

importance. Even though early advertising was simple compared with today's standards, the basic reason for advertising was the same then as now—to communicate information about products, services, and ideas to groups of people.

Early craftspeople were among the world's first advertisers. To identify their work, they would place individual marks or trademarks on their goods. Similar to the brand names that we look for today while shopping for merchandise, these trademarks indicated to buyers which craftsperson created a particular object. As the reputation of a particular craftsperson increased, people would look for that trademark when buying goods. The trademark's usefulness in the world of commerce has a long history. Even today it protects manufacturers from those who would pass off inferior products under that manufacturer's name, and it protects consumers by ensuring that they can purchase the products they desire.

Signs used by tradespeople to state the nature of their business were found in the ruins of Babylon. Since few people could read, these signs showed pictures of the product or service for sale—a loaf of bread for a bakery, a boot for a shoemaker's shop. Excavations at Pompeii reveal a similar use of signs to indicate the type of shop and what they offered for sale. In ancient Egypt, items for sale and messages of interest were carved into stone tablets called stelae and placed on roads for the passersby to read. These tablets were the precursors to today's billboards.

The spoken word played a role in advertising long before the advent of radio and television. Men were paid to walk the streets in ancient Greece telling the citizens of news and public events. These men were known as town criers. In Egypt, town criers told of the arrival of new merchandise arriving on ships.

Movable printing, invented by the Chinese, made printed handbills possible. Handbills were the earliest printed advertisements and were often bound into books. A handbill would usually show the sign that hung over the door of a particular shop and include brief copy underneath in script. The invention of the printing press in 1450 helped handbills evolve into the first newspaper—and almost as soon as the presses were rolling, they were being used for advertising. By the middle of the seventeenth century, weekly newspapers began to appear in England, and soon the British became the world leader in advertising. Newspapers enticed businesses into advertising their products on a grander scale. The most frequent early

newspaper advertisers were importers of products new to the British Isles. For example, when coffee first became available in England in 1652, it was announced in a newspaper ad.

The first documented appearance of competitive advertising, as opposed to the simple announcement of new products being made available to the public, occurred in the early eighteenth century. In 1710, patent medicine advertisements appeared that attempted to persuade readers of one product's superiority to another similar product. Though many of the claims made in these early ads may seem incredible and exaggerated to us today, this type of advertising is still extremely common.

The Crown's tax on both British newspapers and their advertisements severely curtailed the expansion of the advertising industry in England. In fact, this tax represented one of the grievances the American colonists held against the British government during the American Revolution. After the Revolution, the United States soon surpassed Britain to become the world leader in advertising.

With the invention of the steam engine and the advent of the Industrial Revolution in the mid-nineteenth century, advertising's influence expanded greatly. The Civil War created the need for mass production, and as the country grew, so did the need for factory-made goods. At the same time, manufacturers needed to spread the word about their products to an expanding consumer base and consequently turned to advertising to do the job. By communicating the availability of products to more people, sales increased, thus allowing manufacturers to produce more and consequently charge less for their products. In this way, advertising helped fuel the Industrial Revolution.

Transportation represented another important element in the rapidly expanding economy of the nineteenth century. Without an efficient and all-encompassing transportation system, goods cannot get to the markets where they are needed. In the United States, the railroad provided the system whereby these goods found their way around the country. By the 1890s, the entire country was connected by railroads, helping create a more unified market rather than a group of local and regional markets. Other technological innovations helped fuel the remarkable growth of the advertising industry in the late nineteenth century. These included the invention of the rotary press in 1849, the manufacturer of paper from wood pulp in 1866, the arrival of the linotype in 1884, and the invention of halftone engraving in 1893.



As the economy grew, so did the number of newspapers and magazines and thus the number of ads placed. In 1830, there were 1,200 U.S. newspapers; by 1860, there were about 3,000; the peak was reached in 1914 when there were 15,000 newspapers in circulation in this country. In 1850, there were approximately 700 magazines in the United States, and by 1880 this number had grown to 2,400; by 1900, it had doubled to 4,800. As the number of magazines and newspapers increased, advertising became more prevalent than ever before.

Before the mid-nineteenth century, merchants wrote and placed their own advertising in local magazines and newspapers. With the Industrial Revolution, many businesses were eager to expand their sales into broader markets. Soon, publishers of newspapers and magazines hired advertising agents to help them sell advertising to retailers and manufacturers. These agents acted as liaisons between the publisher and the advertiser, and the ads were usually prepared by the advertiser or the agent. These advertising agents functioned as the first advertising agencies. Often, agents were hired by the publishers, not the advertisers. Other so-called agents were simply brokers of space. They would negotiate to buy space in a newspaper or magazine at a low rate and then sell this space to an advertiser for a higher rate to make a profit. As a result of this practice, advertising agents often gained a bad reputation but still took their place in the chain of the advertising process.

N. W. Ayer, an advertising agency pioneer, helped change this negative perception of the advertising business by instituting a major shift in the focus of the entire advertising system in the late 1860s. Ayer believed that it would be better to represent the interests of the advertisers rather than those of the publishers. Thus, Ayer started the first advertising agency and based it on this concept. He hired writers and artists and persuaded advertisers that his company could create effective advertising that would result in increased sales for the advertiser. Ayer not only brought organization and order to the advertising business, but also gave it a much-needed boost of credibility.

By the beginning of the twentieth century, advertising agencies had taken on the role they fill today, a hundred years later, including the creation, organization, and execution of advertising campaigns for their clients. The twentieth century also brought a communications revolution that fueled unprecedented growth in the advertising industry. Radio and television brought the advertiser's message to millions of potential con-