LEMBAGA PERIKLANAN

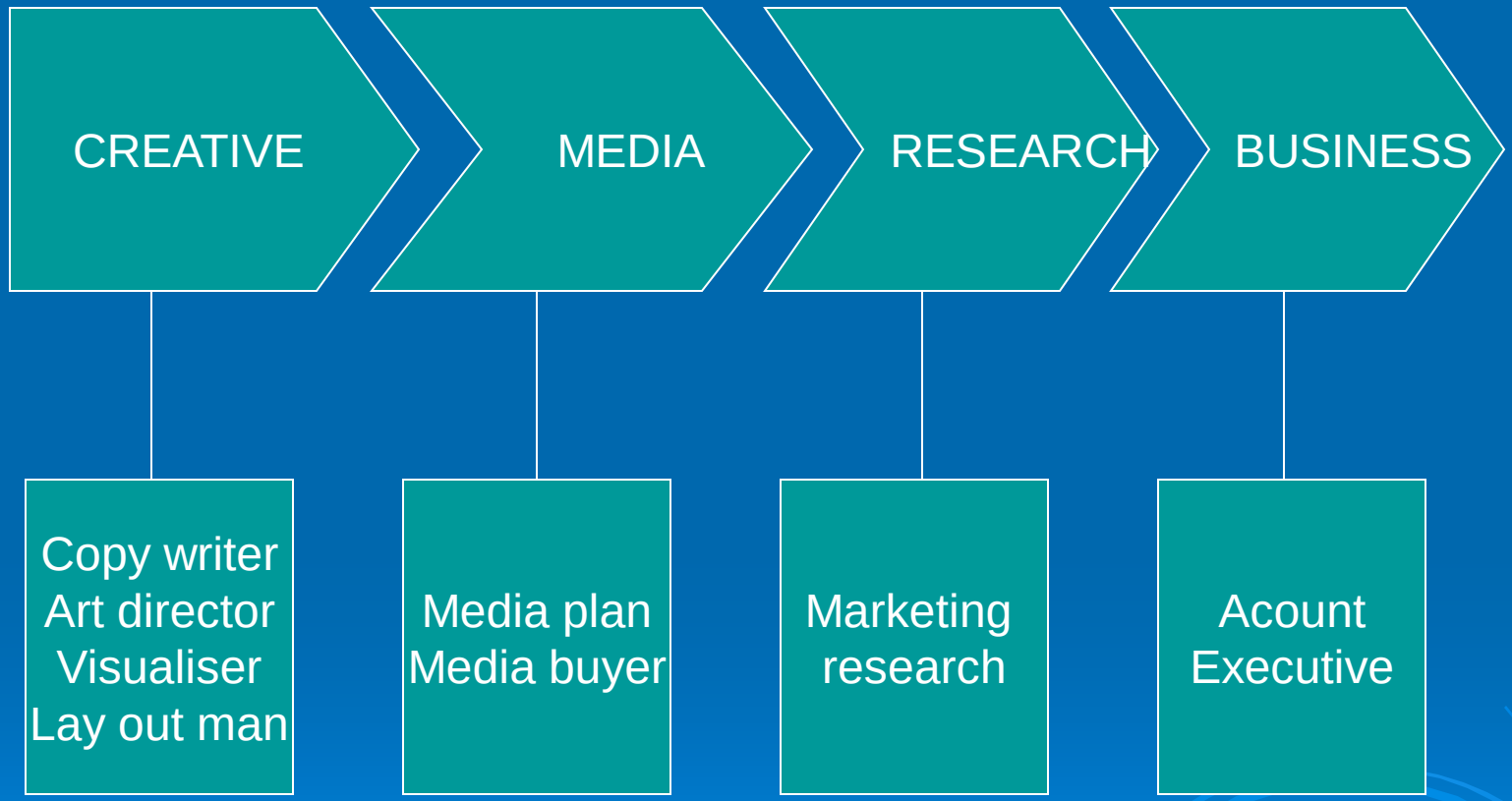
PENGIKLAN, BIRO IKLAN, MEDIA & PERUSAHAAN JASA RISET PEMASARAN

LEMBAGA UTAMA DALAM PERIKLANAN




Pengiklan
Biro Iklan
Media
Advertising Manager
Advertisement Manager

DEPARTEMEN-DEPARTEMEN DALAM BIRO IKLAN



JENIS-JENIS BIRO IKLAN

- *FULL SERVICE AGENCY*
- *INHOUSE ADVERTISING AGENCY*
- *THROUGH THE LINE AGENCIES*
- *A'A CARTE/AD HOC*

FUNGSI BIRO IKLAN

- PENANGGUNG JAWAB
- PERANTARA

AGENCY STAFF COMPETENCES

- *CREATIVE*
- *OPPORTUNITY MINDSET*
- *FLEXIBLE*
- *ENTREPRENEUR MENTALITY*
- *ABILITY TO LEARN*
- *EQ & NEW MORALITY*

JIKA AKAN MENGGUNAKAN MODEL IKLAN :

- EXPERTISE
- TRUSTWORTHINESS
- LIKABILITY

ADVERTISING OBJECTIVES :

- INFORMATIVE AD
- PERSUASIVE AD
- COMPARISON AD
- REMINDER AD