A career in an Advertising Agency
This booklet is addressed to those young people who are wondering what the modern advertising agency has to offer them in rewards and satisfaction.
"A career in an advertising agency," published by the Australian Association of Advertising Agencies.

Wingello House, Angel Place, Sydney

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So You're Thinking of Going into ADVERTISING—

"If I were starting life over again I am inclined to think that I would go into the advertising business in preference to almost any other. This is because advertising has come to cover the whole range of human needs and also because it combines real imagination with a deep study of human psychology."

Those are the words of Mr. Franklin D. Roosevelt, former President of the U.S.A., who saw in the advertising business a fascinating challenge to the man involved in it, an adventurous, stimulating career and a useful life's work. Is that what you are seeking in your career? Are you the sort of boy who is looking for a job needing imagination, which will take you far beyond the humdrum routine of most other businesses? Do you like to write or draw? Are you interested in finding out what makes people act the way they do?

Sir Winston Churchill said of advertising: "It sets up before a man the goal of a better home, better clothing, better food for himself and his family. It spurs individual exertion and greater production . . . If we are to supply the needs of the modern world, it can only be on the basis of mass co-operation, and mass co-operation can only be obtained by advertising."

It is doubtful if any business has made so much progress in the last 30 years as advertising, and yet, in Australia to-day, it has all the exciting and limitless possibilities of an industry that has just been born. In that time it has risen to the dignity of an art. The hucksters who
tried to climb on the band-wagon of advertising years ago have had to find other fields. Yes, it is an art, but to-day advertising is a science as well. The writer who thinks up a headline for a full page advertisement in "Woman's Weekly" is quite likely to be spending his evenings studying for a psychology degree. The artist putting the last touches to the illustration may legitimately think of himself as a colour engineer concerned with the emotional reactions to his shades of yellow, red and blue. And the Bachelor of Economics who heads the agency's research department may uncover a wonderful new use for an old product by scientific sampling of the market.

The need for a scientific approach to advertising has led to the employment in advertising agencies of some of the cleverest and best-educated boys in Australia, where they find that life can give them all they need in rewards and satisfaction.

What Advertising Is.

The function of advertising is to bring to the greatest number of people information and knowledge, so advertising is essentially a form of education. It is a way of communicating with a lot of people at the same time. Usually it aims at selling something: a product such as tea or a type of motor car; a service such as air travel or dry cleaning. It informs and persuades. For example, it has raised many millions of pounds for government loans; it has recruited men and women for the defence services; it has persuaded people to be careful of their health; to drive cars cautiously; to help prevent bush fires, and so on.

Most advertising is placed in newspapers and magazines, and on commercial radio programmes. Some appears on posters, on cinema slides and films, on display placards, such as those you see in shops, in booklets such as catalogues and brochures, and in the form of signs of
A CAREER IN AN ADVERTISING AGENCY

various kinds. And to this list will shortly be added the exciting possibilities of commercial television.

When you think of advertising, you should think of it as a business investment. A little more romantic and mysterious, perhaps, than the kind of investment that is implied in the purchase of automatic wrapping machinery for a factory, or in a new car for a salesman, but an investment just the same-in which money is the important consideration and one which has to be administered with business judgment.

So, you see, there are two important sides to any advertising operation: the business side and the creative side, though, naturally, they must overlap at many points. In practice, this has given rise to the existence of two main divisions of advertising responsibility:

1. THE ADVERTISING DEPARTMENT of manufacturers who have goods and services about which they wish to inform the public.

2. THE ADVERTISING AGENCY, which undertakes the creation of advertisements, and gives marketing advice to companies and individuals.

Yet another important field of advertising activity is the advertising department of a retail store. Most of these departments create and place their own advertising.

Of these three possible outlets, an advertising agency will probably offer you the widest and most useful experience. There are approximately 145 advertising agencies in Australia. The most important of them are listed on pages 23-28. They may vary in size from, at the extreme limit, a one-man show to an organisation of over 200 people. It doesn't matter which size agency you choose. A large agency may give you a more specialised training, but in a smaller agency you will more often come in con-
tact with the man at the head of it, and will more quickly contact every side of an agency's work. The important thing is to get a start.

In addition to the outlets which we have mentioned, there are many satellite jobs around the heart of the advertising industry, such as selling advertising space for newspapers and poster sites, and selling advertising time for radio stations. They all have their importance to the industry as a whole, but the centre of the advertising world is situated in the advertising agency where advertisements are made.

**The Opportunities Open To You.**

In an advertising agency you make your way by your own ability. There is no automatic promotion. If your ideas are good ones, if your judgment is sound, you will quickly build up into a lucrative and satisfactory position. To start with, however, you will have to slog away at things you may consider to be routine. But that is how you learn. That is your apprenticeship, although there is no actual indentured apprenticeship and no cadetship in the advertising business.

Your progress will depend on your own keenness and ability. Even though you may eventually end up as the senior account executive or a director of an agency, it is desirable that you should know the method of operation of each of the many highly specialised departments which together make up the modern advertising agency.

It is hard to give any definite estimate of the pay for advertising jobs. As a very rough indication, on 1955 money values, a boy or girl leaving school usually starts at the basic wage or a little over. By 21, if he has developed well and is showing good promise, he will probably already be receiving above the average of his friends in other

*The Warwick Advertising Service (N.S.W.) Pty. Ltd., 60 Hunter Street, Sydney.*

*Roger Welch, 30 Carrington Street, Sydney.*

*The Weston Company Pty. Ltd., 36 Grosvenor Street, Sydney.*

*A. N. White Pty. Ltd., 66 King Street, Sydney.*

*Willmott's Advertising Agency Pty. Ltd., 36 Grosvenor Street, Sydney.*

**VICTORIA.**

*Aldwych Advertising Pty. Ltd., 450 St. Kilda Road, Melbourne.*

*Becket-Thomson Advertising Pty. Ltd., 34 Queen's Road, SC.2, Melbourne.*

*The Hugh Berry Company, 36-38 Park Street, Melbourne.*

*Best & Company Pty. Ltd., 422 Collins Street, Melbourne.*

*Briggs & James Pty. Ltd., 153 Latrobe Street, Melbourne.*

*K. M. Campbell Pty. Ltd., 123 William Street, Melbourne.*

*Fergus Canny Advertising Pty. Ltd., 346 Little Collins Street, Melbourne.*

*Carden Advertising, 251-3 William Street, Melbourne.*

*Chapman-Hendrie Advertising, 262 Queen St., Melbourne.*

*John Clemenger Pty. Ltd., 473 Bourke Street, Melbourne.*

*Gordon and Gotch (A/sia) Ltd., 511 Little Collins Street, Melbourne.*

*Hayes Publicity Service, 197 King Street, Melbourne.*

*W. John Haysom Company Pty. Ltd., 64 Elizabeth Street, Melbourne.*

*Robert Hughes Advertising, 29 Collins Place, Melbourne.*

*J. Ilott (Aust.) Pty. Ltd., 59 William Street, Melbourne.*
businesses. When he becomes a junior executive he can expect, say, £17/10/- to £20 a week. Many senior executives get up to £40, and some get much more. In some companies girls are paid slightly less than men, but in executive jobs there is usually no difference.

The advertising industry carries a high proportion of executive jobs, that is, jobs which involve individual responsibility and action. If you possess a high degree of initiative, you have a good chance of graduating to one of these jobs by the time you are in the middle twenties. The advertising industry also carries a high proportion of Company Directors, that is executives who sit on the Board of Management and help decide higher policies. In most agencies a Director is given a share of his company's profits. Most advertising men who are in businesses of their own started off in this way.

Experience in an advertising agency can also be an extremely important stepping stone to other allied careers. How often, looking through advertisements for important positions in marketing and salesmanship, do you see these words, "advertising experience essential"? Yes, advertising has become an essential tool of modern business, and the boy who has found his feet in an advertising agency should have a lucid grasp of selling problems which will be invaluable to him no matter what position he ultimately has to fill.

An advertising agency, as you will see from the chart on page 6 is composed of a large number of different departments. Each does a highly specialised job. It is really a team of specialists. A good way to learn the advertising business is to serve as a junior in all departments of the agency and, depending on your own initiative and the attitude of your chief, you may be given this opportunity. During that period (which would take five years or even more) you will have every chance to find out which part of the advertising business appeals to you most.
To make the picture clearer, let us suppose that we are taking you on a tour through one of Sydney's larger advertising agencies. These are the departments and people you would meet:

1. The Account Executive.
2. The Research Department.
3. The Copywriter.
4. The Visualiser.
5. The Art Department.
6. The Media Department.
7. The Radio Department.
8. Mechanical Production.
9. Checking.
10. Accounting.
11. The Library.

As we have said before, each of these spheres is a highly specialised one, and to describe their several activities to you we have asked 11 different people to do so; each within his own field is one of Australia's best qualified experts.
Your Application.

The best times to look for a job in advertising are just after the results of the Intermediate and Leaving Certificate Examinations are published. You will find a list of advertising agencies in the pink pages of the telephone directory, but the most important agencies in the five cities of Australia are listed for you on pages 23-28. You should also watch the “Positions Vacant” columns of the classified advertising sections of the daily newspapers. Address your letter of application to the Manager of the advertising agency unless otherwise directed. If you are interested in one department more than another, it is as well to say so. Incidentally, it is a good idea to have your letter typed if possible.

If you choose advertising as a career, good luck in your quest! Don’t be discouraged if you don’t land a job at your first try. There are incomparable rewards in terms of job satisfaction and salary. Many men in Australia have risen to tremendous heights through advertising. Why not you?

The Account Executive.

In case you have a horror of maths., let me say right away that despite its name this job has nothing to do with accountancy or book-keeping! The Account Executive is the man who, on behalf of his agency, controls all the work involved in producing advertisements for a number of clients or “accounts.” It is essentially a liaison job in which he plays a dual role. To the manufacturer who wishes to advertise a product, the Account Executive represents the complete agency’s capacity to give service and advice on all matters concerned with a product’s promotion—the broader aspects of marketing as well as advertising. To his advertising agency he represents the client’s business with its particular problems. His position is one that can be reached only after years of experience, since usually he dictates the approach such advertising will take. He must know advertising practice thoroughly,
as it is part of his function to inform and inspire the various departments of the agency, to co-ordinate their ideas, and finally to present the agency's recommendations to the client. He must, therefore, be a good salesman for his agency. The Account Executives are usually the senior executives in an advertising agency, and before this position can be reached it is generally necessary to have had direct knowledge and experience of several other agency departments.

The Research Department.

The main object of marketing research, as with all research, is to try to find out the truth. Thus, the first qualification for a good market researcher is a passion for accuracy.

Opportunities for Girls.

If we've dealt with boys rather than girls so far, it's mainly to simplify the job of describing an agency to you. The specialist advertising occupations listed in this booklet are, of course, open to girls just as much as to boys. So many advertised products are bought by housewives rather than men that the advertising of such products is often better for the feminine touch. Advertising has many vacancies for women—copywriters particularly. It is hard sometimes to break into this field without experience, but advertising agencies require typists, secretaries, clerks, telephone operators, receptionists, machine operators, etc. The diversity of an advertising agency gives any such job an interest above average. The salary scale is fully comparable with other types of business and you can often use one of these more routine positions as a stepping stone to a highly paid specialist job.

Courses.

Many girls and boys in advertising find that there is a short cut to learning the basic elements of advertising. It is to enrol at one of the several schools which specialise in teaching advertising students by class tuition or by correspondence. Some employers will pay part of your school fees. The courses usually aim at preparing students for the examination for the Diploma of the Licenciate of Advertising awarded by the Advertising Institute of Australia. This is a kind of degree which may open the way towards a better job, and, inevitably, it demonstrates to your employer your keenness and willingness to learn.
pared with the major advertising campaigns being developed all around him by other members of the department, but a discerning Copy Chief is always quick to see talent budding in a junior however minor the role he is playing, and promotion in creative spheres is quick indeed.

A boy with a flair for design may get his start in the Layout Department or in the Art Studio, where drawings need to be cleaned up, photoprints pasted down, type faces specified and many other minor details need attention.

The more of this groundwork a beginner obtains, the faster can he move to the work of Assistant Account Executive. He is the one who checks on the progress of jobs flowing through the agency. He follows through on proofs and handles the detail of an account. Then, when he is mature and experienced enough to direct the entire activities of an account, he may find himself an Account Executive, eventually bringing business into the agency because of the respect and confidence advertisers have for his ability and ideas, and those of the agency he represents.

If No Job Is Available Right Away.

From time to time a boy will find that when he offers himself for a job there is no suitable vacancy immediately available. The best way of meeting this problem is to get to work in selling—selling behind the counter, selling to retailers or selling from house-to-house. This type of experience will give you first-hand knowledge of the public to whom advertising is addressed and most agency heads will appreciate the value of such first-hand experience.

Inevitably you have lived in the restricted social and economic circle represented by your own family and friends. You have mixed with people who have much the same special interests, tastes and standards as your own, but the world of advertising deals with hundreds and

Marketing research is still in its infancy in Australia, but the standard of much of the work done is in world class. A background of market research is one of the best possible backgrounds for any job in distribution, advertising or selling. The following are the main types of “Marketing Research”:

Market Research:
The measurement or study of:

1. Total volumes of goods sold in various categories.
2. Brand shares of particular commodities.
3. Seasonal and other trends in markets.
4. All Government statistics and other general economic data, such as Population Census, the Census of Retail Establishments, Imports and Exports, and dozens of others, that may affect an agency's business or a client's business.

Advertising Research:
The measurement or study of:

1. The relative value of radio, of press and of other advertising media.
2. Total Readers of particular papers and of total listeners to particular radio stations or particular radio programmes.
3. Readership of individual advertisements, radio commercials, etc.
4. The effect on sales of advertising campaigns.
“Motivation” Research:

Here, the use of certain psychological techniques has as its main aim the uncovering of the reasons why people will be influenced by one particular advertisement and not by another; will buy one particular brand in preference to another; will buy one particular commodity in preference to another competing commodity, for example, margarine in preference to butter; and so on.

However, psychological methods are some part of all marketing research which uses the technique of questioning people, or which interprets their actions.

Qualifications needed:

To be a top-line researcher, one must either have a specialised knowledge of one or more of the following subjects, or have sufficient knowledge of them to be able to use intelligently specialists in each field.

1. Statistical method.
2. Psychological methods.
3. Some knowledge of all the fields in which one may be called upon to do research.

These things as they apply to marketing research can only be learned properly by experience in a Marketing Research organisation.

As with everything else, however, particular education and general backgrounds may or may not suit you for a marketing research position. A Leaving pass in all Maths. is basic; a University degree which includes Statistics will put you ahead of most others.

overseas journals. In a dozen different ways such a person can assist in the agency’s production line and, at the same time, gain valuable insight into some of the marketing problems with which an advertising agency must deal.

Qualities required:

Initiative. Imagination. An interest in art or writing is desirable.

How to get a job in an Advertising Agency.

Let us suppose, then, that you have decided to join the staff of an advertising agency. You will find that most agencies like to hire people aged 16 to 18 and, although it is not essential, it is a help if you have passed your Leaving Certificate Examination.

For a boy who comes to an agency without any experience, the first step is usually that of running errands, a task that is often combined with the checking of tear sheets, the work of making sure that advertisements have appeared properly as scheduled. The beginner’s path may take him first into the Mechanical Production Department, where he combines (with his errand service) the filing of proofs, the ordering of blocks, etc. Eventually this may lead to the job of Assistant to the Production Manager.

If the agency has a Research Department, the beginner may get the job of co-ordinating statistical information, or, in the Media Department, he may learn the relative costs and value of the different newspapers and magazines.

Moving towards the creative departments, he may find an opportunity occurs for a junior copywriter. He may be given the job of filing all advertisements which are competitive to the agency’s own products. He may be assigned to the job of writing copy for a leaflet or catalogue. Such a copy assignment may not seem important to him com-
course, it should provide the agency itself with an accurate record of its own financial position, and make possible the quick extraction of financial statistics, and comparative data.

In few businesses is accounting more interesting or more complex than in an advertising agency. Every advertisement or display piece produced involves charges for art, photography, engraving, typesetting, etc., to be collated from their various sources and charged to the client. To this is added charges from newspapers, magazines, radio stations, etc., as well as direct charges from departments such as those handling research and public relations. When you realise what a large number of advertisements and radio commercials an agency produces each month, it can be readily understood that a reliable and accurate staff is essential in the modern agency. There are accounting jobs of all kinds, from clerks to qualified accountants, and the Chief Accountant may often hold a seat on the agency’s Board and help control its policy.

Qualities required:
Accuracy with figures. Reliability. Mind for detail.

The Library.

Some advertising agencies have a library, which acts as a source of information and inspiration to copywriters, visualisers and account executives. It is the librarian’s job to order and circulate overseas magazines, marking those articles or advertisements which have special interest for members of the staff. He (or she) may have to obtain detailed information from a university or public library or other external source, to give a copywriter the necessary background for an advertising campaign. He may be expected to trace examples of a particular artist’s work in

The Copywriter.

A copywriter is the man (or woman) who determines what is to be said and how to say it. It is he who establishes the headline and the written part of the advertisement. More than that, a copywriter is often responsible for the whole conception of an advertising idea. It goes without saying, therefore, that a member of the Copy Department is interested primarily in writing, for he has to tell the story in a vivid and more picturesque manner than either the journalist or the author of short stories. Often copywriters are people who would achieve success as writers of articles or novels, but who have chosen to use their talent to make people buy rather than to make them laugh or make them cry. A copywriter must be able to analyse a number of facts about a product quickly and pick out and dramatise the important ones. Some copywriters may specialise in work for the press and magazines. Others will find that they prefer to concentrate on ideas for radio and
dramatise them for sound. A Copy Chief has room for writers at many levels, but you will probably find it easier to get a job in the Copy Department if you have had at least some experience of writing first.

Qualities required:
Ability to write and think with freshness and originality. A sense of salesmanship. Ability to see and dramatise an idea. An interest in human beings and psychology. Ability to work harmoniously with others.

The Visualiser.

The visualiser (or layout man as he is sometimes called) has the job of adding picture interest to a piece of copy. The layout of an advertisement is really a working drawing—a plan from which the client can get an idea of how the finished advertisement is going to look. The layout man decides the physical form of an advertisement—where the illustration is to go; whether it is to be big or small; whether a drawing or a photograph will be used; how big the type should be; where the emphasis should lie. A visualiser does not require the technical efficiency of the commercial artist, but he must have a strong flair for the dramatic and unusual, and be able to create striking layouts, leaving the actual final drawing to a commercial artist. He usually works under the supervision of an Art Director, who is responsible for the appearance of all the advertising produced by the agency, as well as for packs, labels and displays.

Qualities required:
Ability to draw. Strong colour sense. Lettering ability. Good sense of layout and composition. A practical knowledge of printing if possible.

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and where to get this kind of work done. Essentially he has to be a good organiser, to make sure that jobs are ready by the time limits that newspapers and magazines set for publication.

Qualities required:
Organising ability. Head for detail. Reliability. Ability to work harmoniously with tradesmen.

Checking.

When an advertisement appears in the papers, the work of the advertising agency is still not finished. Each and every insertion in every paper and magazine has to be "checked" to make certain it appeared in the correct position, and that its reproduction was satisfactory. Often a "voucher" copy has to be sent to the client advertiser.

In addition to this aspect, the agency Checking Department usually files all advertising which is appearing for products competitive to those handled by the agency. In that way the agency executives have a complete file of what is being done for competitive products. Collating this information consists of scanning the big bundles of papers and magazines that arrive each day at the advertising agency. It is an interesting job and provides an excellent training ground for new employees in agencies.

Qualities required:
Good memory. Quickness of thought. Liking for reading and working in magazines and newspapers.

Accounting.

Agency accounting is an important and responsible section of agency operation, because it is concerned largely with the expenditure of clients' money. In addition, of
The ability to "dream up" a radio programme or to select the best offering from various sources outside the agency, comes from experience of techniques and of public taste in entertainment based on familiarity with the success or failure of shows that have been tried in the past. It is chiefly experience, too, that makes a good producer, but acting, or some form of stage craft, is obviously a useful kind of background.

After your initial training, writing advertising material for the air is probably your best approach to radio. Good radio copywriters are scarce; if you show a flair for it, you will be encouraged to specialise and will be given every opportunity to study the techniques of presentation. If you can add to that basis a feeling for entertainment and some originality of thought, the way to a career in radio may well be open to you.

Mechanical Production.

You probably have some idea of how a newspaper is produced. The words are printed from metal type, and the illustrations from engraving plates which are called "blocks." Advertising agencies usually supply advertisements to the papers in ready-to-use form, that is complete with type and blocks. To control this work, most agencies have a Mechanical Production Department which takes the art work from the studio and copy from the copywriters, and turns this material into blocks ready for use by the papers. The production man's job is to see that tradesmen, such as typesetters and blockmakers, supply the type and blocks which have been stipulated by the studio or layout man. He is also responsible for the printing of leaflets, showcards and the many other pieces of material which go to make an advertising campaign. His job, therefore, involves knowing all about printing processes and how

The Art Department.

Think of any newspaper advertisement or poster and you will realise what a big part the artist plays in attracting attention! Usually it is the Art Director who selects the artist and dictates the technique which will best convey the idea. It may help if you think of the Art Director of an agency as a kind of stage producer. First, with the help of his visualisers, he creates the basic layout of the advertisement; then he calls on his finished artists to carry the work through to its completion. Some agencies have a number of commercial artists on their staff, working solely for them. Other agencies employ only free-lance talent. Advertising calls for many types of art treatment, and the production of an advertisement to-day has become a little like the assembly line of a modern factory, with a number of different people, all of whom contribute something towards the perfect job. One man may be employed to draw a figure; another may be responsible for the careful execution
of a piece of kitchen equipment; still a third will be called upon to put in the lettering. A commercial artist requires initially a sound knowledge of draughtsmanship, strong colour sense, and familiarity with reproduction methods in both colour and black and white. As he becomes more experienced it usually pays him best to specialise in one direction.

**Qualities required:**

Ability to draw. Some training or experience in an art school. Strong colour sense. Ability to co-operate with other creative staff.

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**The Media Department.**

The advertising message is no more important than the “medium” which carries it. The chief outlets for advertising material are as follows: (1) Daily and country newspapers; (2) Magazines; (3) Radio and television; (4) Direct mail; (5) Posters; (6) Films; (7) Shop displays; (8) Novelties and other special forms.

A media man in an advertising agency must know which of these media is best for each particular problem. He must determine what kind of people can be reached by each medium; how many and where. He must be able to judge the best combination of media so that the biggest possible market is exposed to the sales story. The Media Manager is ultimately responsible, too, for the costing of all campaigns; his department buys and schedules newspaper space and radio time. He must ensure that both press and radio material are on hand at the required place and on the appointed day and time to meet the scheduled dates he has ordered well in advance. Above all, he acts as adviser to the agency on where its clients should place their advertising to get the best value from their advertising appropriations.

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**The Radio Department.**

Although, in many agencies, the buying of time from broadcasting stations and the writing of advertising messages for the air are handled by the Radio Department, in others these functions are left to the Media Manager and the Copy Chief respectively. The true specialists of radio are the producers and “ideas men” who create or buy programmes and who direct selected actors, musicians and sound effects people to build arresting and effective commercials.
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Ability to draw. Strong colour sense. Lettering ability. Good sense of layout and composition. A practical knowledge of printing if possible.

Checking.

When an advertisement appears in the papers, the work of the advertising agency is still not finished. Each and every insertion in every paper and magazine has to be “checked” to make certain it appeared in the correct position, and that its reproduction was satisfactory. Often a “voucher” copy has to be sent to the client advertiser.

In addition to this aspect, the agency Checking Department usually files all advertising which is appearing for products competitive to those handled by the agency. In that way the agency executives have a complete file of what is being done for competitive products. Collating this information consists of scanning the big bundles of papers and magazines that arrive each day at the advertising agency. It is an interesting job and provides an excellent training ground for new employees in agencies.

Qualities required:
Good memory. Quickness of thought. Liking for reading and working in magazines and newspapers.

Accounting.

Agency accounting is an important and responsible section of agency operation, because it is concerned largely with the expenditure of clients’ money. In addition, of
course, it should provide the agency itself with an accurate record of its own financial position, and make possible the quick extraction of financial statistics, and comparative data.

In few businesses is accounting more interesting or more complex than in an advertising agency. Every advertisement or display piece produced involves charges for art, photography, engraving, typesetting, etc., to be collated from their various sources and charged to the client. To this is added charges from newspapers, magazines, radio stations, etc., as well as direct charges from departments such as those handling research and public relations. When you realise what a large number of advertisements and radio commercials an agency produces each month, it can be readily understood that a reliable and accurate staff is essential in the modern agency. There are accounting jobs of all kinds, from clerks to qualified accountants, and the Chief Accountant may often hold a seat on the agency's Board and help control its policy.

**Qualities required:**
- Accuracy with figures.
- Reliability.
- Mind for detail.

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**The Library.**

Some advertising agencies have a library, which acts as a source of information and inspiration to copywriters, visualisers and account executives. It is the librarian's job to order and circulate overseas magazines, marking those articles or advertisements which have special interest for members of the staff. He (or she) may have to obtain detailed information from a university or public library or other external source, to give a copywriter the necessary background for an advertising campaign. He may be expected to trace examples of a particular artist's work in

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**The Copywriter.**

A copywriter is the man (or woman) who determines what is to be said and how to say it. It is he who establishes the headline and the written part of the advertisement. More than that, a copywriter is often responsible for the whole conception of an advertising idea. It goes without saying, therefore, that a member of the Copy Department is interested primarily in writing, for he has to tell the story in a vivid and more picturesque manner than either the journalist or the author of short stories. Often copywriters are people who would achieve success as writers of articles or novels, but who have chosen to use their talent to make people buy rather than to make them laugh or make them cry. A copywriter must be able to analyse a number of facts about a product quickly and pick out and dramatise the important ones. Some copywriters may specialise in work for the press and magazines. Others will find that they prefer to concentrate on ideas for radio and
"Motivation" Research:

Here, the use of certain psychological techniques has as its main aim the uncovering of the reasons why people will be influenced by one particular advertisement and not by another; will buy one particular brand in preference to another; will buy one particular commodity in preference to another competing commodity, for example, margarine in preference to butter; and so on.

However, psychological methods are some part of all marketing research which uses the technique of questioning people, or which interprets their actions.

Qualifications needed:

To be a top-line researcher, one must either have a specialised knowledge of one or more of the following subjects, or have sufficient knowledge of them to be able to use intelligently specialists in each field.

1. Statistical method.
2. Psychological methods.
3. Some knowledge of all the fields in which one may be called upon to do research.

These things as they apply to marketing research can only be learned properly by experience in a Marketing Research organisation.

As with everything else, however, particular education and general backgrounds may or may not suit you for a marketing research position. A Leaving pass in all Maths. is basic; a University degree which includes Statistics will put you ahead of most others.

Qualities required:

Initiative. Imagination. An interest in art or writing is desirable.

How to get a job in an Advertising Agency.

Let us suppose, then, that you have decided to join the staff of an advertising agency. You will find that most agencies like to hire people aged 16 to 18 and, although it is not essential, it is a help if you have passed your Leaving Certificate Examination.

For a boy who comes to an agency without any experience, the first step is usually that of running errands, a task that is often combined with the checking of tear sheets, the work of making sure that advertisements have appeared properly as scheduled. The beginner's path may take him first into the Mechanical Production Department, where he combines (with his errand service) the filing of proofs, the ordering of blocks, etc. Eventually this may lead to the job of Assistant to the Production Manager. If the agency has a Research Department, the beginner may get the job of co-ordinating statistical information, or, in the Media Department, he may learn the relative costs and value of the different newspapers and magazines. Moving towards the creative departments, he may find an opportunity occurs for a junior copywriter. He may be given the job of filing all advertisements which are competitive to the agency's own products. He may be assigned to the job of writing copy for a leaflet or catalogue. Such a copy assignment may not seem important to him com-
pared with the major advertising campaigns being developed all around him by other members of the department, but a discerning Copy Chief is always quick to see talent budding in a junior however minor the role he is playing, and promotion in creative spheres is quick indeed.

A boy with a flair for design may get his start in the Layout Department or in the Art Studio, where drawings need to be cleaned up, photoprints pasted down, type faces specified and many other minor details need attention.

The more of this groundwork a beginner obtains, the faster can he move to the work of Assistant Account Executive. He is the one who checks on the progress of jobs flowing through the agency. He follows through on proofs and handles the detail of an account. Then, when he is mature and experienced enough to direct the entire activities of an account, he may find himself an Account Executive, eventually bringing business into the agency because of the respect and confidence advertisers have for his ability and ideas, and those of the agency he represents.

*If No Job Is Available Right Away.*

From time to time a boy will find that when he offers himself for a job there is no suitable vacancy immediately available. The best way of meeting this problem is to get to work in selling—selling behind the counter, selling to retailers or selling from house-to-house. This type of experience will give you first-hand knowledge of the public to whom advertising is addressed and most agency heads will appreciate the value of such first-hand experience.

Inevitably you have lived in the restricted social and economic circle represented by your own family and friends. You have mixed with people who have much the same special interests, tastes and standards as your own, but the world of advertising deals with hundreds and

Marketing research is still in its infancy in Australia, but the standard of much of the work done is in world class. A background of market research is one of the best possible backgrounds for any job in distribution, advertising or selling. The following are the main types of "Marketing Research":

**Market Research:**

The measurement or study of:

1. **Total volumes** of goods sold in various categories.
2. **Brand shares** of particular commodities.
3. **Seasonal and other trends** in markets.
4. All **Government statistics** and other general economic data, such as Population Census, the Census of Retail Establishments, Imports and Exports, and dozens of others, that may affect an agency's business or a client's business.

**Advertising Research:**

The measurement or study of:

1. The relative value of radio, of press and of other advertising media.
2. **Total Readers** of particular papers and of total listeners to particular radio stations or particular radio programmes.
3. **Readership of individual advertisements,** radio commercials, etc.
4. **The effect on sales** of advertising campaigns.
as it is part of his function to inform and inspire the various departments of the agency, to co-ordinate their ideas, and finally to present the agency’s recommendations to the client. He must, therefore, be a good salesman for his agency. The Account Executives are usually the senior executives in an advertising agency, and before this position can be reached it is generally necessary to have had direct knowledge and experience of several other agency departments.

The Research Department.

The main object of marketing research, as with all research, is to try to find out the truth. Thus, the first qualification for a good market researcher is a passion for accuracy.

Opportunities for Girls.

If we’ve dealt with boys rather than girls so far, it’s mainly to simplify the job of describing an agency to you. The specialist advertising occupations listed in this booklet are, of course, open to girls just as much as to boys. So many advertised products are bought by housewives rather than men that the advertising of such products is often better for the feminine touch. Advertising has many vacancies for women-copywriters particularly. It is hard sometimes to break into this field without experience, but advertising agencies require typists, secretaries, clerks, telephone operators, receptionists, machine operators, etc. The diversity of an advertising agency gives any such job an interest above average. The salary scale is fully comparable with other types of business and you can often use one of these more routine positions as a stepping stone to a highly paid specialist job.

Courses.

Many girls and boys in advertising find that there is a short cut to learning the basic elements of advertising. It is to enrol at one of the several schools which specialise in teaching advertising students by class tuition or by correspondence. Some employers will pay part of your school fees. The courses usually aim at preparing students for the examination for the Diploma of the Licenciate of Advertising awarded by the Advertising Institute of Australia. This is a kind of degree which may open the way towards a better job, and, inevitably, it demonstrates to your employer your keenness and willingness to learn.
Your Application.

The best times to look for a job in advertising are just after the results of the Intermediate and Leaving Certificate Examinations are published. You will find a list of advertising agencies in the pink pages of the telephone directory, but the most important agencies in the five cities of Australia are listed for you on pages 23-28. You should also watch the "Positions Vacant" columns of the classified advertising sections of the daily newspapers. Address your letter of application to the Manager of the advertising agency unless otherwise directed.

If you choose advertising as a career, good luck in your quest! Don't be discouraged if you don't land a job at your first try. There are incomparable rewards in terms of job satisfaction and salary. Many men in Australia have risen to tremendous heights through advertising. Why not you?

The Account Executive.

In case you have a horror of maths., let me say right away that despite its name this job has nothing to do with accountancy or book-keeping! The Account Executive is the man who, on behalf of his agency, controls all the work involved in producing advertisements for a number of clients or "accounts." It is essentially a liaison job in which he plays a dual role. To the manufacturer who wishes to advertise a product, the Account Executive represents the complete agency's capacity to give service and advice on all matters concerned with a product's promotion—the broader aspects of marketing as well as advertising. To his advertising agency he represents the client's business with its particular problems. His position is one that can be reached only after years of experience, since usually he dictates the approach such advertising will take. He must know advertising practice thoroughly,
To make the picture clearer, let us suppose that we are taking you on a tour through one of Sydney's larger advertising agencies. These are the departments and people you would meet:

1. The Account Executive.
2. The Research Department.
3. The Copywriter.
4. The Visualiser.
5. The Art Department.
6. The Media Department.
7. The Radio Department.
8. Mechanical Production.
9. Checking.
10. Accounting.
11. The Library.

As we have said before, each of these spheres is a highly specialised one, and to describe their several activities to you we have asked 11 different people to do so; each within his own field is one of Australia's best qualified experts.
tact with the man at the head of it, and will more quickly contact every side of an agency's work. The important thing is to get a start.

In addition to the outlets which we have mentioned, there are many satellite jobs around the heart of the advertising industry, such as selling advertising space for newspapers and poster sites, and selling advertising time for radio stations. They all have their importance to the industry as a whole, but the centre of the advertising world is situated in the advertising agency where advertisements are made.

The Opportunities Open To You.

In an advertising agency you make your way by your own ability. There is no automatic promotion. If your ideas are good ones, if your judgment is sound, you will quickly build up into a lucrative and satisfactory position. To start with, however, you will have to slog away at things you may consider to be routine. But that is how you learn. That is your apprenticeship, although there is no actual indentured apprenticeship and no cadetship in the advertising business.

Your progress will depend on your own keenness and ability. Even though you may eventually end up as the senior account executive or a director of an agency, it is desirable that you should know the method of operation of each of the many highly specialised departments which together make up the modern advertising agency.

It is hard to give any definite estimate of the pay for advertising jobs. As a very rough indication, on 1955 money values, a boy or girl leaving school usually starts at the basic wage or a little over. By 21, if he has developed well and is showing good promise, he will probably already be receiving above the average of his friends in other agencies.
C. H. Lucas Advertising Pty. Ltd., 57 Elizabeth Street, Melbourne.
Bayne Mackay Advertising Pty. Ltd., 405 Collins Street, Melbourne.
McFerran Advertising Pty. Ltd., 90 Queen St., Melbourne.
Claude Mooney Advertising Pty. Ltd., 422 Collins Street, Melbourne.
Nichols-Cumming & Staff Advertising, 432 St. Kilda Road, SC.2, Melbourne.
N. V. Nixon & Co. Pty. Ltd., 33 Queen's Road, SC.2, Melbourne.
O'Brien Publicity Pty. Ltd., 422 Collins Street, Melbourne.
Noel Paton (Vic.) Pty. Ltd., 533 Collins Street, Melbourne.
The Paton Advertising Service Pty. Ltd., 98 Collins Street, Melbourne.
George Patterson Pty. Ltd., 59 William Street, Melbourne.
Richardson-Cox Pty. Ltd., 130 Exhibition St., Melbourne.
Rickards Advertising Service Pty. Ltd., 83 William Street, Melbourne.
I. Rist, 430 Bourke Street, Melbourne.
Arthur Smyth & Sons Pty. Ltd., 396 Flinders Lane, Melbourne.
Stevenson Advertising Service Pty. Ltd., 177 Collins Street, Melbourne.
I. Walter Thompson (Aust.) Pty. Ltd., 125 Swanston Street, Melbourne.
United Service Publicity Pty. Ltd., 420 St. Kilda Road, Melbourne.

When you think of advertising, you should think of it as a business investment. A little more romantic and mysterious, perhaps, than the kind of investment that is implied in the purchase of automatic wrapping machinery for a factory, or in a new car for a salesman, but an investment just the same—in which money is the important consideration and one which has to be administered with business judgment.

So, you see, there are two important sides to any advertising operation: the business side and the creative side, though, naturally, they must overlap at many points. In practice, this has given rise to the existence of two main divisions of advertising responsibility:

1. THE ADVERTISING DEPARTMENT of manufacturers who have goods and services about which they wish to inform the public.

2. THE ADVERTISING AGENCY, which undertakes the creation of advertisements, and gives marketing advice to companies and individuals.

Yet another important field of advertising activity is the advertising department of a retail store. Most of these departments create and place their own advertising.

Of these three possible outlets, an advertising agency will probably offer you the widest and most useful experience. There are approximately 145 advertising agencies in Australia. The most important of them are listed on pages 23-28. They may vary in size from, at the extreme limit, a one-man show to an organisation of over 200 people. It doesn't matter which size agency you choose. A large agency may give you a more specialised training, but in a smaller agency you will more often come in con-
THE TELEVISION DEPARTMENT

In the last few years, television has become a most important and challenging advertising medium in Australia. It has created new opportunities for creative and administrative people in advertising agencies. Many Australian advertising agencies now have their own television media and creative departments, although some agencies combine these functions with those of the Radio Department.

The Television Department is responsible for the production of television commercials, the buying of programmes and time from television stations, the writing of commercials for telecast, and the supervision of all production costs.

Opportunities for young people to work in agency Television Departments range from clerical work - required in the planning, supervision and scheduling of television campaigns - to creative or production assistants, working under the direction of staff television writers and producers. The field is open to men and women alike.

The young man and woman seeking a career in television agency work should be prepared to study advertising as a whole, as well as television techniques, courses for which are available at technical colleges.

For those with creative ability, television is one of the most fascinating and rewarding fields in the advertising industry.

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