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## The ranking of national and international advertising agencies can be compared by the expectations of clients in the advertising world

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### Abstract

As the clients expect from their agencies, the agencies too expect different needs from their clients. This helps the agency to make an innovative and creative ad-campaign for their client's product / service. Generally, agencies expect more freedom in creative work, because the creative work is the best one that the agency is capable of doing. But above all what agencies really want is respect from their clients with the acknowledgement that their role is just as vital.

**Keywords:** Friedman ANOVA and Kendall's coefficient, advertising agency, client's service, national and international level ad-agencies, creative ad-campaign

### Introduction

Understanding of clients does not warrant action. Having admitted that clients understand the needs and desires of their agencies, it is now up to the clients to make the adjustments required to make a better relation with their agencies. The clients should take the initiatives in the given agency by means of developing trust and confidence. Only then it will be possible to bring the best out of the agency in terms of its creative talent and other skills and also elicit maximum cooperation.

### Ad-agency expectation from clients

**Table 1:** Results of Friedman ANOVA and Kendall's Coefficient

Item No	Measurement Aspects	National Level (n = 15)			State Level (n = 10)		
		Average Rank	Sum of Ranks	Rank Obtained	Average Rank	Sum of Ranks	Rank Obtained
1	Clear briefing	1.9	29.0	2	1.5	14.5	1
2	More freedom in creative work	1.6	24.0	1	1.9	18.5	2
3	Prompt payment of bill	3.1	46.0	3	3.3	33.0	3
4	More responsive in all agency functions	4.9	74.0	5	5.7	57.0	6
5	Understand the needs and desire of the agency	4.9	73.0	5	4.9	49.5	5
6	Good knowledge about advertisement	6.9	104.0	7	6.8	68.0	7
7	Long-term involvement in brand building	6.2	93.0	6	5.7	57.0	6
8	Confidential information to be shared	6.5	97.0	6	6.3	62.5	6
Kendall's 'W' (Coefficient of Concordance)		0.7155			0.6969		
Friedman ANOVA Chi-Square Value		7513 (7)			48.78 (7)		

**Source:** Primary Data "Significant at 1 per cent level.

Figures in brackets shows the degrees of freedom

Table value of Chi-square for d.f. 7 at 5% level = 14.07 and at 1% level = 18.48

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Table 1 presents the average ranking of each measurement aspects, coefficient of concordance and Friedman chi-square. The table envisages that ‘clear Briefing’ and ‘more freedom in creative work’ have been assigned first and second rank alternatively by national and state level agencies. The factor ‘prompt payment of bill’ are given third rank by ad-agencies functioning at both national and state level.

Hence, first three factors are the prime factors considered by ad- agencies regarding their ‘expectation from their clients’.

The table further shows that the Kendall’s W is 0.7155 for national level and 0.6969 for state level agencies, and Friedman ANOVA chi-square values for national and state level agencies are respectively 75.13 and 48.78. Both chi-square values are greater than table value of 14.07 at 5 per cent level for degrees of freedom 7.

Comparison of ranking scores of national and state level ad-agencies in respect of ‘ad-agency expectation from clients’ has been analysed using ‘Mann-Whitney U test’ and the results are presented in the table 2.

**Table 2:** Results of Mann-Whitney ‘U’ Test between Rank Sum Scores of National and International Level Ad-agencies Regarding Various Aspects of ‘Ad-agency Expectation from Clients’

Item No	Measurement Factors	Rank Sums		‘U’ Test Value	‘Z’ Value
		National (N=15)	State (N=10)		
1	Clear Briefing	113.0	212.0	58.0	-1.01
2	More freedom in creative work	145.0	180.0	60.0	-0.91
3	Prompt payment of bill	151.5	173.5	53.5	-1.32
4	More responsive in all agency functions	156.0	169.0	49.0	-1.50
5	Understand the needs and desire of the agency	132.0	193.0	73.0	-0.11
6	Good knowledge about advertisement	127.0	198.0	72.0	-0.17
7	Long-term involvement in brand building	118.5	206.5	63.5	-0.65
8	Confidential information to be shared	130.5	194.5	74.5	-0.03

Source: Primary Data

Table value of Z at 5% level = 1.96 and at 1% level = 2.57

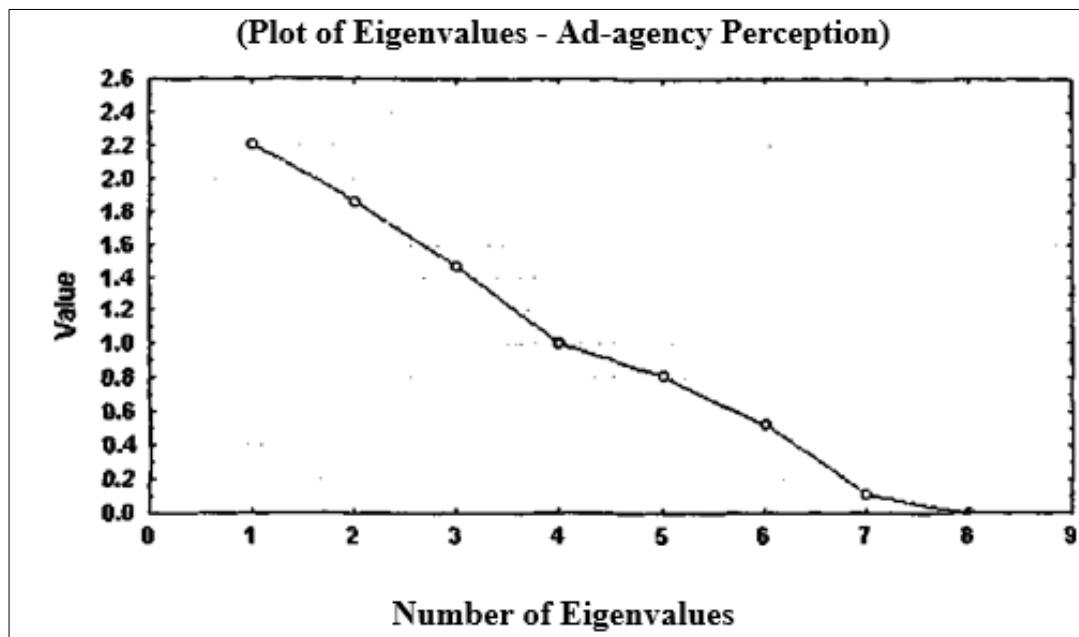
**Null hypothesis**

H<sub>0</sub>: There is no significant difference between national and state level ad-agencies in respect of their ranking of ‘ad-agency expectation from clients’ aspects.

Table 2 show the results of the comparison test for ‘Ad-agency expectation from clients’ of ad-agencies functioning at national and state level. Observation of the table indicates that the ‘U’ test values are not significant for all 8-measurement factors. Hence, from the above results, one can easily conclude that there is no significant difference between national and state level ad-agencies in their rank

sum scores with respect to ‘ad-agency expectation from clients’ and subsequent to that the null-hypothesis is accepted

**Underlying dimensions of ‘ad-agency expectation from clients’:** The underlying dimensions of ‘ad-agency expectation from clients’ measurement aspects is identified based on ranking given by both national and state level ad-agencies using principal components method of factor analysis and the results are presented in Table 3 and plot of eigenvalue of each factor is shown through Graph 1 below:



**Graph 1:** Scree Plot for Ad-agency Expectation from Clients

The graph 6:2 (Scree plot of eigenvalues) indicate the point where the curve started to flatten as well as after which factor an eigenvalue become less than 1. The graph shows that there is no sudden fall in the eigenvalues. But the plot

indicates that the curve began to flatten slightly after factor 4, but its eigenvalue is just below 1. Hence only first 3 factors have been retained. The factor loadings for each variable with selected factors are given in the table 3.

**Table 3:** Factor loadings of 'Ad-agency Expectation from Clients' Measurement Aspects Considered by Ad-Agencies

Item No	Measurement Aspects	Number of Factors Extracted		
		Factor 1 (Clients Approach)	Factor 2 (Creative Ideas)	Factor 3 (Understanding)
1	Clear Briefing	-0.06	-0.88	0.28
2	More freedom in creative work	0.05	0.82	0.17
3	Prompt payment of bill	0.72	0.25	-0.26
4	More responsive in all agency functions	0.73	-0.21	0.21
5	Understand the needs and desire of the agency	0.09	0.10	-0.87
6	Good knowledge about advertisement	-0.76	-0.34	-0.24
7	Long-term involvement in brand building	0.37	-0.03	0.69
8	Confidential information to be shared	-0.60	0.34	0.30
Eigenvalues		2.1361	1.8025	1.6003
Proportion of Total Variance		0.2670 (26.70%)	0.2253 (22.53%)	0.2000 (20.0%)

**Source:** Primary Data

**Note:** High factor loadings of an item with extracted factors are boldfaced Total variance explained by both factors is 69.24%

The results of the factor analysis presented in the Table 3 shows that ranking scores of ad-agencies functioning at both national and state level are composed of a three underlying dimensions in relation with 'ad-agency expectation from clients'.

Further observation of the table reveals that, the factor 1 shows high loadings (in absolute terms) in respect of 'prompt payment of bill' (0.72), 'more responsive in all agency functions' (0.73), 'good knowledge about advertisement' (0.76) and 'confidential information to be shared' (0.60). Also, the aspects 'clear briefing' (0.88) and 'more freedom in creative work' (0.82) are highly loaded with Factor 2 and with Factor 3, the following aspects, namely, 'understand the needs and desire of the agency' (0.87) and 'long-term involvement in brand building' (0.69) are having high loadings. This clearly expose the following three broad characteristics behind the perception of ad-agencies in terms of their expectation from their clients, namely, 'client approach', 'creative ideas', and 'clients understanding with ad-agencies'.

Hence, from the above results, it can be inferred that there has been three broad underlying dimensions (factors) related to 'Ad-agency expectation from clients' and each dimension can be named as follows: 1) client approach, 2) creative ideas and 3) clients understanding with ad-agencies.

#### Client's expectation on media planning and buying

Clients today have also become so involved in media and have become extremely demanding in terms of media information and plan justification naturally, and they would like to ensure whether every paisa of his budget is rightly spent or not.

**Table 4:** Clients Expectation on Media Planning and Buying

Expectation	Clients Response	
	Nos.	Percentage
Preferred Time Slot/Space	49	98
Cost effective Media Planning and Buying	47	94
Accurate Reach/Frequency to Targeted Audience	43	86
Mora Media Discount on Media Buying	28	56
Accountability of Agency for Media Spent	33	66
Use of Scientific Media Planning and Buying Tools/Models	42	84
Bonus Slot/Space	23	46

**Source:** Primary Data

The above table 4 shows that 98% of the clients expect, from the planners and the buyers, their preferred time slot /space. Nowadays, the direct contact of clients with media owners, or through media specialists makes media buying seem to be too expensive but not effective. So most clients prefer to make media buying through agency media buyers. They also have close association with media owners. Their negotiating skills are better than others.

#### Conclusion

In these days, agencies might have made absurd demand from their clients occupationally, but the fact is that the agencies are not entirely insensitive towards them. It is evident from the following factors responded by the agencies in table 3.

The perception level of various aspects measuring expectation of ad-agencies from clients at national and state level has been analysed and results are presented from table 3 to 4.

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