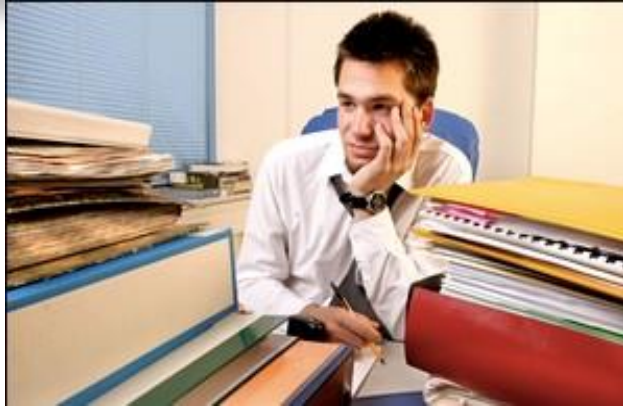




Account Management

WHAT IS ACCOUNT MANAGEMENT



- There have been thousands of definitions what an account handler is. We prefer to define what makes a good account handler. **It is that person who finds out what the client needs, and then does the best job possible to get the client to do it.**
- A good account handler can analyze a problem to its core, direct the creative firepower of the agency precisely at the core, and respond to and participate in the creative answers to that problem.
- Not "**find out what the client wants**" but "**find out what the client needs**".

THE ACCOUNT TEAM

1. The team comprises a maximum of four levels:
 - Group Account Director;
 - Account Director;
 - Account Supervisor and
 - Account Executive.
2. It is the account team's overall responsibility to understand the marketing needs of its client's business and co-ordinate the Media and Creative department in the development of effective advertising. It achieves this by preparing an advertising strategy in tandem with the client. It then ensures this is adhered to, as by definition, effective advertising must be on-strategy.
3. The account team in essence manages the Agency's clients and depending on the size and complexity of each client, an individual can expect to work on anything from one to six accounts.
4. Clearly the job function of each team member will alter according to his/her level.

GENERAL RESPONSIBILITIES OF THE ACCOUNT GROUP

1. The account manager represents the agency to the client, and the client to the agency.
2. The account group should create a climate that breeds outstanding creative work.
3. The account manager must provide information. Facts about the product, the market, the target audience.
4. The first requirement for great advertising is a great strategy - one that is simple and persuasive. One the creative group can embrace.
5. Creative thinking requires time. The account supervisor must provide the time in which big ideas can be conceived and grow.



GENERAL RESPONSIBILITIES OF THE ACCOUNT GROUP

6. The account manager should show faith by leaving the creative team alone to do its work.
7. An essential skill is developing and evaluating copy. The account manager should be a student of advertising, able to comment knowledgeably (rather than nit-pick).
8. Creative work and creative people must be protected from too many meetings that waste time and erode advertising ideas.
9. Once the agency recommendation is settled, the account manager is responsible for organizing the most persuasive way of presenting the agency's work.
10. One mark of a good account partner is the courage to support original ideas.



Principles of Account Management

19 key principles of account management

1. Stay Involved In Your Client's Business
2. Keep Your Client's Sale Healthy
3. First Earn Your Client's Respect. Love Will Follow.
4. Respect your client
5. Make your client look good
6. Stay ahead of your client
7. Stay out of client politics
8. Ideas are your business
9. Have guts
10. Be responsible
11. Work hard with competitive urgency.
12. Be task oriented, more than people
13. Learn to be a good salesman
14. Learn to be an excellent communicator
15. Put it on paper, but be brief
16. Inform and involve the agency in your account
17. Build the faith with your creative brothers
18. You are speaking for the agency - not for yourself
19. If you want to grow, learn to let go



Have You Done Your Homework : The Brand Book

1. Account handlers are very important people, and a lot is expected of them.
2. The eight most important things, which is expected from an account Handler, and upon which performance will be largely evaluated:
 - Above all, hold yourself responsible for generating the best creative work in your client's category.
 - Know your client's consumer better than anybody else does.
 - Be an expert in your client's business
 - Generate well thought-out strategies
 - Surprise your client with ideas to build his business
 - Be the best briefer in the agency
 - Be able to account for every Rp. spent by the agency for
 - your clientCreate a productive team environment involving your creative and media partners and your client.



How to Recognize a Good Account Handler



- They are always associated with great creative work
- They always have the respect of their creative colleagues
- Their clients love them
- They always have the respect of their media colleagues.

The Account Handler's Key Objective

1. It is their entire **responsibility** to make sure that sensational, distinctive and relevant **creative** work is consistently produced for their clients.
2. One of the characteristics of a good Account Handler is that he is an **efficient administrator**.
3. **Administrator** isn't God-given asset. It must be learned and every Account Handler simply has to be superb at it.
4. There are several pieces of **formalized documentation** that are mandatory. They must be used for every client, and in some cases for every job this will be evident in each description.



Brand Book

Purpose

- The brand book is simply a collection of the basic, central facts about a brand. These are put together in one easily portable volume. The aim is **to give a clear picture of the account as it currently stands**.
- We have brand books for two main reasons:
 - **They make life easier**. Whether you are in a meeting, or writing a report at your own desk, it is extremely convenient to be able to look up the essential facts in a second or two.
 - **(They make the briefing** of new Account Handler much simpler and any hand-over much more efficient.



Brand Book

These Documents are The Brand Book Which Contains

1. Brand Profile
 2. Marketing Strategy and Client brief
 3. Creative Strategy
 4. Quarterly Report
 5. Status Report
- The brand book is maintained and kept by the Account Executive. It should always be in a fit state for use. And it should always be taken to meetings, so that the unexpected question can be answered quickly.



Brand Books

CONTENTS



1. Meeting Objectives and Plan:
2. Communication Strategy:
3. Product Data:
4. Sales Data
5. Competition:
6. Creative
7. Media
8. Promotions
9. Research Summaries

10. Budget
11. Recommendation
12. The Current Work List
13. Contact Reports
14. The Latest Status Report
15. Field Reports
16. Reference
17. Account History
18. Note

17 Strategy Checkpoints

Here are some tips to keep in mind as you and your agency hammer out a creative strategy.



The Account Executive's Role In The Creative Process

- Everybody agrees that it is the quality of your creative product which, more than anything else, creates the visibility for the Agency, puts us on Client's Shopping Lists, and wins us new accounts.
- Once the account is won, it is the account service persons - not the creative people who are primarily responsible for the servicing of the account.
- But it is the account executive that the client tends to relate to, and to complain to. And it is through the account executive that most communications are made between Client and the Agency.



The Account Executive's Role In The Creative Process

- The creative process starts with a Client brief and is not complete until the client has accepted the Agency's recommendation and its implementation. He, the account executive, is part of it and therefore must carry an equal share of the responsibility.
- So the account executive's responsibility starts with the advertising brief and he must ensure that the execution reflects the strategy.



THANK YOU

