

**Zhirov V.**  
**A. Lazutkina, research supervisor**  
**Odessa National Academy of Food Technologies**

## **THE ADVANTAGES OF WORKING WITH AN ADVERTISING AGENCY**

Most people often think of advertising agencies as companies managing large, expensive ad campaigns for big brands only. And this is not true at all. Most advertising agencies make their money and more important, names by running small ad campaigns and placing advertising in no more than local media. Ad agencies can benefit any business of any size, as long as you keep in mind the best way to use the agency, and to use advertising, particularly for your business. So, generally, an advertising agency will be a great asset to any business. Widely known agencies like “BBDO”, “DDB”, “Weiden+Kennedy”, “TBWA\Chiat\Day” and others have built their own empires simply doing what they do, showcasing the power of true creative minds.

Despite the fact that most business owners are scared of amounts of money they would have to spend on advertising agencies, they lose way more by trying to do so much themselves. Plus, it is fantastic time saver. All those hours, days and weeks you would spend on thinking, drawing and planning you could save to spend on developing your business. Does not matter what most people say, advertising is still an art form, so it has way more sense to give an artist his tools. Ad agencies consist of first class marketing and creative people, so it really is a pretty good idea to let them do their job. Why else would giants like “Nike”, “Apple” and “Procter & Gamble” use them? But again, big companies are not the only ones paying their ad bills. A lot of small businesses do not even have a marketing department. This can be easily compensated by cooperating with decorated advertising agency.

Summing up, chances of your business becoming more than just local restaurant, shoe store or flowers delivering company without professional help are not that high. A lot of people are scared of trusting ad agencies, and they can be understood easily. Not every agency can solve their problems. Not every manager wants to spend his money and time controlling work of people he or she does not even know. But this is not always the case. Spending some time on looking for the right agency can make you rich later. If you really care about your business being successful and well known there are people waiting for your call.