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Ad man Tom Monahan once remarked 'Advertising is the rock-n-roll of the business world'. The creative department of an ad agency thinks, acts and even smells like a Rock Band. They are often perceived to be brash, arrogant, erratic and almost every other offensive adjective in the English dictionary. Truth be told, it's only because they are visibly obsessed with their work.



### The Copy Team

Their job is to simply and interestingly convey the brand with words, an image or maybe even a blank page. Let's suppose the client wants to say that his product "smells the best". The copywriter would put it as, "It smells like the earth after the first rain", or a can of glue or whatever that might tickle his fancy. The headline, baseline and body copy of an ad is their area of expertise.

### The Art Team

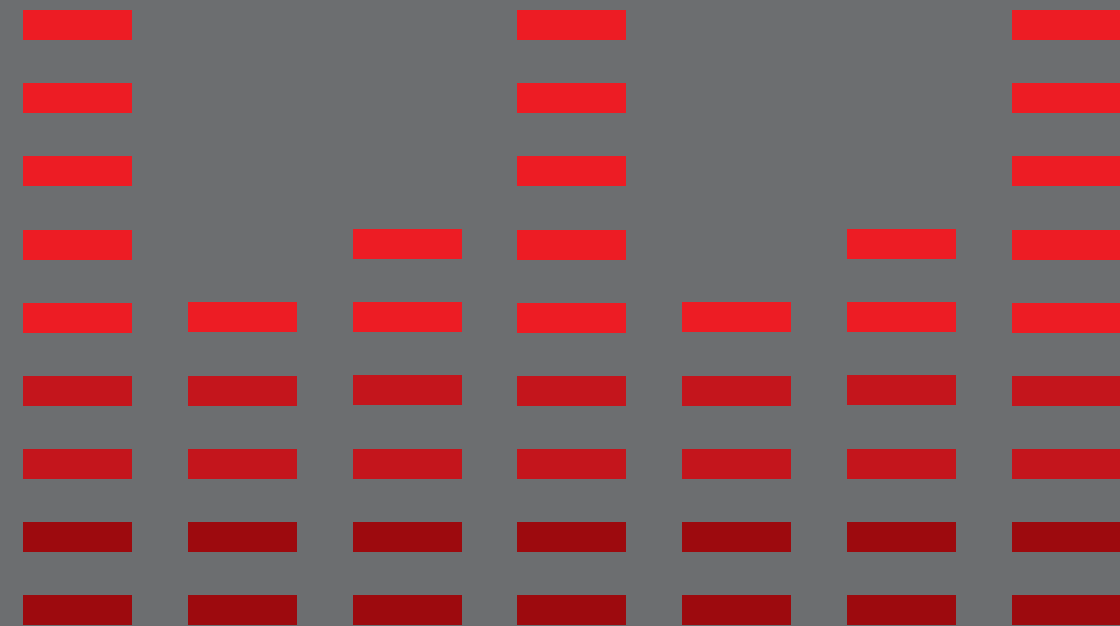
Popular opinion is that they form the support staff to the copy team. But the fact is that they are both equally indispensable. They give the creative idea a definite form. If copy is about the words, art is the pictures. Simply put, if the copywriter is the singer who carries a song on his voice, the art team is the music; without which the song can often be quite empty.

### How a Creative Department Works

Once the creative guys are handed over the creative brief and the deadline, they spend most of their time bothering about neither. Their disregard for the brief is abundant, yet they do consider it sacrosanct. Keeping the brief in mind, the team then decides the best way in which the client should say what he wants to know about his brand. They provide the product/service with a face, a feeling, an emotion, and bring it to life. Probable creative routes are explored and then discussed with the planning team for feasibility. Following that, the best routes are short-listed. The work is then broken down between the copy and art teams.



# PROCESSES



### **The Lead Singer (The Creative Director)**

He is the star of the agency. He runs the show, so to say. He is responsible for conjuring up the 'Big Idea', the creative breakthrough. Once that's in order, he teams up with the art director to figure out the best way to execute that idea. Next to the client, he is the one best aware and most obsessed with the brand.

### **The Drummer (The Group Head)**

He's like the drummer who nobody remembers, but his beat holds the song together. Just as talented as the Creative Director, only not as good at holding centre stage. He is responsible for taking the idea to the ends of its possibilities and ironing out the creases. He manages a skilled team of copywriters and art supervisors.

### **The Head-Banging Lead Guitarist (The Art Director)**

Not big on words, but he is responsible for making an ad look good. Just like the long-haired head-banging guitarist, that makes the band look oh-so-cool. He is the guy that decides the visuals and the layouts in a print ad campaign and the props, sets, look and feel of a TVC.

### **Bass Guitarist (The Senior Copywriter)**

The pretty boy of the band with lots of spunk. The liveliest of the lot, just a little inexperienced. After the headline and the baseline, he is the body copy. Mostly in the background, but can occasionally carry a good solo. Usually a trainee's best friend.

### **The Music Director (Production Team)**

They come in when the radio star wants to go on TV; cut a music video. In other words, a television commercial. As long as it's a print ad, the copy, art and studio teams can handle everything, but when it comes to television you need a completely different set of skills. Like making actors act. That's the production teams speciality, From buying props, to getting actors, to costumes, lights, cameras, action and pack-up, everything is done by them.

### **Back up vocals (Trainees)**

The art and copy trainees. They're always big in number, usually 3-4 in a mid-sized agency, to 10-12 in a big agency. Always on the far side of the stage and rarely warrant even a mention in the credits. They get the most challenging work, to come up with interesting solutions for uninteresting projects like brochures, flyers, posters, etc.



# THE CAMPAIGN

On the rare occasions that this dysfunctional unit manages to get some work done, the result is a harmony that can hold the imagination of the world. Their music is the ad campaign. And if they get it right, it can register sales bigger than any #1 in all of music's history.

But of course as there are hits, there are flops. Regardless, these rock stars of the business world ferry forth with unabashed arrogance.

## Curtains

Although, the creative team is often considered the spine of the agency, they're by no means the end all and be all. Just like songwriters, stage managers, musicians, editors and other specialists work together to bring the whole experience to an audience, every person associated with an advertising agency is evenly responsible for the final show.