

Advertising campaign model and its information needs

Stage	Agents	Knowledge needs	Information sources
<i>Establishing advertising objectives and basic work conditions (briefing)</i>	Advertiser	<ol style="list-style-type: none"> 1. Knowledge of the company's strategy plan 2. Knowledge of the company's available resources 3. Knowledge of the product and brand 4. Market knowledge 5. Knowledge of the competition. 6. Knowledge of the potential consumer: the campaign's target audience 	<ol style="list-style-type: none"> a. Internal sources b. General statistics c. External suppliers
	Advertising agency	<ol style="list-style-type: none"> 1. Knowledge of the product and brand 2. Market knowledge 3. Knowledge of the competition. 4. Knowledge of the potential consumer: the campaign's target audience 5. Theoretical and practical knowledge on commercial communication, especially involving the advertised product's market sector. 6. Knowledge on mass communication mediums and other advertising channels. 7. Specific knowledge about the campaign: budget, deadline, applicable legal regulations, etc. 	<ol style="list-style-type: none"> a. The advertiser b. The market research company c. Internal sources
	The market research company	Fill in any missing information specific to the advertiser in any of the previous aspects (sometimes required by the advertising agency)	Internal. Empirical research. Quantitative and qualitative research on consumer habits, trends, consumer needs, product and brand perception, brand name evaluation and packaging.
<i>The advertisement campaign</i>	Advertising agency	<ol style="list-style-type: none"> 1. Knowledge of the advert objectives and basic work conditions 2. General knowledge on communication and persuasion tactics 3. Theoretical and practical knowledge on commercial communication, especially involving the advertised product's market sector. 4. Knowledge on mass communication mediums and other advertising channels. 	<ol style="list-style-type: none"> a. The advertiser b. The market research company c. Internal sources d. External suppliers

		5. General knowledge on social and artistic trends, new fashions, new codes. 6. Technical knowledge on producing persuasive messages in various texts (verbal, iconic) for various mediums (outdoor, internet, cinema, radio, television, press, brochures, mailings, etc.)	
<i>Planning and purchasing media</i>	Media agency	1. Knowledge of the advert objectives and basic work conditions 2. Knowledge on mass communication mediums 3. Specific knowledge on audiences, profiles, consumer habits and media rates. 4. Specific knowledge about the campaign: budget, deadline, applicable legal regulations, etc.	a. The advertiser b. Internal sources c. External suppliers
<i>Assessment of the campaign:</i>	The market research company	1. Knowledge on the understanding of the message to emit (pretest) or emitted (posttest) 2. Knowledge on the evolution of the brand perception (tracking)	Internal. Empirical research. Quantitative and qualitative research
	Media agency	1. Knowledge on the media plan's efficacy	a. Internal sources b. External suppliers
	Advertising agency	1. Knowledge on the message's efficacy	a. The market research company b. The advertiser
	Advertiser	1. Knowledge on the campaign's efficacy 2. Knowledge of sales evolution, market share, profit margin, consumer satisfaction, etc.	a. The market research company b. Media agency c. Internal sources

Table 3