

# Riger

R E P R I N T

Please pass this article along to all who might find it of value:



This article was downloaded from [www.riger.com](http://www.riger.com). For more free articles on advertising and marketing, visit the "knowledge base" at [www.riger.com](http://www.riger.com).

To receive the Riger Update newsletter, subscribe using the "request info" page at [www.riger.com](http://www.riger.com).

## 16 reasons for Choosing an AAAA Advertising Agency

Advertising agencies come in all sizes. There are more than 10,000 of them in the United States, ranging from the gigantic multinational corporations to the small shops that spring up every year, hoping their talents and enterprise will bring them both clients and an opportunity to grow.

Seven hundred and forty of the 10,000 are members of the American Association of Advertising Agencies. They employ 70,000 people, almost half of all advertising agency employees. These 740 agencies create and place more than 80 percent of all the national advertising seen in this country and a large portion of the regional and local work as well.

It seems logical to assume, then, that most national, local and regional advertisers prefer doing business with AAAA agencies.

There must be a reason why they do. In fact, there are several reasons. AAAA Advertising Agencies are:

### 1. Financially Sound

Prospective members must submit a satisfactory balance sheet with their applications. Once elected to membership, they have access to proprietary and confidential AAAA financial studies, and to the advice and counsel of the AAAA Management Services staff to help them run their agencies in a fiscally sound manner.

### 2. Established in Business

All members must be in business at least two years; most have been in business well over 20 years and a few for more than 100 years.



### 3. Respected and Elected by Their Peers

Election to membership includes evaluation of that agency's reputation by all members in the applicant's state and contiguous states.

### 4. Ethical

All members subscribe and must adhere to the AAAA Standards of Practice, including its Creative Code.

### 5. Knowledgeable

Only member agencies are permitted to use the resources of our Member Information Service. And they

*continued on next page...*

**Fred Riger  
Advertising  
Agency, Inc.**

**Fred Riger Advertising Agency, Inc.**

53 Chenango Street • PO Box 1623 • Binghamton, NY 13902-1623 • Phone 607.723.7441 • Fax 607.723.7623 • E-Mail [agency@riger.com](mailto:agency@riger.com) • Web site [www.riger.com](http://www.riger.com)

# Riger

## R E P R I N T

*continued from previous page...*

do. MIS answers more than 20,000 requests for information every year, based on its extensive files on products, industries, markets, and all aspects of the advertising and marketing business. Through MIS, members have access to more than 350 databases. If the information is out there, MIS can get it. And members can put it to work for their clients.

### **6. Able To Do Business Internationally**

Member agencies can get the information they need in planning and placing international media buys through AAAA's International Services Division. They can get help in forming affiliations with appropriate foreign agencies to enable their clients to establish a presence overseas. And they can get advice on trade practices and on the economic and political climate of countries where their clients do business.

### **7. Professionally Trained**

AAAA's Professional Development Division provides extensive training packages for members, from basics for beginners to advanced leadership programs for top-level executives, either in-house or at seminars.

### **8. Media-Wise**

In recent years, the media have been undergoing enormous change. Member agencies keep abreast of these changes through AAAA's media guides, basic and advanced media seminars, and informal media directors' meetings around the country. The Media Services group, through its committees, has worked with other industry groups in the standardization of newspaper advertising units and media con-

tracts. Most recently, they have been working on electronic invoicing and an out-of-home ratings system. And they keep an eye on television "clutter" through the annual Commercial Monitoring Report, published in conjunction with the Association of National Advertisers.

### **9. Production-Wise**

Broadcast and print production issues raise many questions, even for the most experienced agencies. Our Production Services Group has the answers and supplies them to members. Topics cover the gamut from production procedures to talent payment and union relations to advertising legal affairs. In 1987, this group began the annual Television Production Costs Survey, which has helped clients and agencies become more aware of ways to achieve production cost efficiencies. A similar survey of print production costs was begun in 1989. This group participates with the ANA every three years in the SAG/AFTRA talent union contract negotiations.

### **10. Committed to Diversity**

By the year 2005, at least 40 percent of the American population will be non-white. AAAA member agencies are committed to increasing diversity among their professional employees by recruiting people who understand the needs of a diverse America.

### **11. Making the Case for the Value of Advertising**

AAAA member agencies are committed to promoting the valuable role advertising plays in creating brand loyalty, reducing consumer churn, and improving advertisers' return on investment represented by advertising spending.

*continued on next page...*

# Rigger

## REPRINT

*continued from previous page...*

### **12. Fighting Government Attempts to Ban, Tax and Overregulate Advertising**

Our Washington office works on both federal and state levels to educate legislators and regulators on advertising's role in the economy, monitoring adverse legislation, and mobilizing members to fight proposed threats.

### **13. Everywhere and in Every Size, Large and Small**

All of the giant multinational agencies are members of the AAAA Yet more than 60 percent of our members bill less than \$10 million. There's a member agency of the right size, in the right location to suit any advertiser in the United States.

### **14. Working in Every Form of Marketing Communications**

AAAA member agencies can provide advertising, sales promotion, direct marketing and public relations services for consumer goods clients and for clients in the business-to-business, medical, agricultural, recruitment and yellow pages fields.



*American Association of Advertising Agencies*

### **15. Producing Advertising That America Knows and Responds To**

Consider the following campaign slogans. All were produced by AAAA member agencies.

*Membership Has Its Privileges — American Express*

*501 Blues — Levi's*

*Built for the Human Race — Nissan*

*Pizza! Pizza! — Little Caesar's*

*The car that sells itself — Honda*

*The right choice — AT&T*

*We bring good things to life — General Electric*

*When you care enough to send the very best — Hallmark*

*The choice of a new generation — Pepsi*

*Good to the last drop — Maxwell House*

*We love to fly, and it shows — Delta*

### **16. Moving Goods and Services for Advertisers Large and Small, in Every Conceivable Product Category**

From apple juice (Veryfine) to zoos (San Diego Zoo) and everything in between, advertisers come to AAAA agencies for the best service, the best strategic thinking, the best advertising for their brands.

So there you have it. Sixteen very good reasons why you, the advertiser, should look to the AAAA agency for your communications needs.