

ADVERTISING INDUSTRY GUIDE

Updated June 2020



This is a guide to some of the resources available within the Business & IP Centre Manchester relevant to the advertising industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

Start-Up Information



accessible via
electronic
databases

The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc. and highlights other sources of information and advice available.

Available online at www.askaboutbusiness.org with a Manchester library card (also available to library card holders from Blackpool, Bolton, Lancashire, Oldham, Salford, Stockport, Tameside, & Trafford libraries)

Business Opportunity Profiles (BOP)

Advertising Agency BOP480

Business Information Fact Sheets (BIF)

The UK Code of Non-broadcast Advertising and Direct and Promotional Marketing (the CAP Code) BIF073

Sources of Business Information (SOU)

Advertising Association SOU130
Advertising Standards Authority SOU056
Committees of Advertising Practice SOU085
Internet Advertising Bureau SOU477
Institute of Practitioners in Advertising SOU1064

Sector Update (SEC)

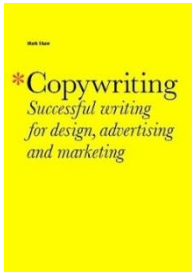
Advertising and Marketing SEC009

ALF

ALF contains over 40,000 contacts in the Marketing, Media and Advertising industry. The number one source for insight into the advertising industry, providing Marketing and Sales teams with accurate information on their top prospects.

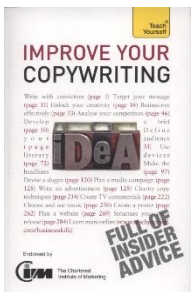
Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business; the collection is located in the Business & IP Centre.

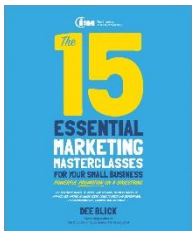


Copywriting : successful writing for design, advertising and marketing

by Mark Shaw (Lawrence King, 2012)



Improve Your Copywriting by J. Jonathan Gabay (Teach Yourself Books, 2010)



The 15 Essential Marketing Masterclasses For Your Small Business by Dee Blick (Capstone, 2013)

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- **Digital Advertising UK** (June 2019)
- **Category overview: Media and Advertising** Constantly updated aggregation of media and advertising news, trends, reports, statistics, brand research, analyst insights and consumer data.

In addition, most Mintel reports have a subsection “Advertising and Marketing Activity”.



- **Advertising Agencies in the UK - Market Research Report** (August 2019). Provides figures for overall size and annual growth of the industry, and market share of the major companies.
- **Digital Advertising Agencies in the UK - Market Research Report.** (January 2020). Provides figures for industry performance, competitive landscape, major companies, operating conditions.

Other electronic resources:

Many articles about this industry (from business journals and newspapers) are available from our electronic source **Newsbank**.

Contact details and individual reports of companies in this industry are available from:

Creditsafe; Experian; D & B Hoovers.

Trade Magazines and Newsletters

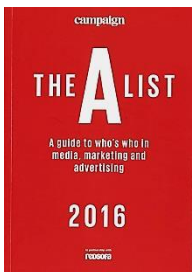
Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists.



Campaign (Haymarket Business Media, bimonthly)
News, features, awards and appointments information for the United Kingdom advertising industry. <http://www.campaignlive.co.uk/>



Marketing Week (Centaur Media, weekly)
News and analysis of the UK marketing industry with a global perspective. www.marketingweek.co.uk/



The A List: A guide to who's who in media, marketing and advertising
(Haymarket Management Publications, 2017) DIR 672
Contains brief biographical profiles of over 300 individuals in the advertising industry.

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

Ad Forum

Resources for the worldwide advertising community. www.adforum.com/

Advertising Age

Marketing and advertising news and analysis from the USA and the rest of the world. Includes profiles of the top 100 advertisers in the US and profiles of the world's top 30 agencies.

<http://adage.com/>

Advertising Association

Federation of 30 trade bodies representing the advertising and promotional marketing industries including advertisers, agencies, media and support services. www.adassoc.org.uk

Advertising Standards Authority

An independent, self-regulatory body for non-broadcast advertisements in the UK ensuring that advertisements are legal, decent, honest and truthful. www.asa.org.uk/

The History of Advertising Trust

Contains some two million items of advertising, marketing, media, public relations and related material, together with a supporting library of books and periodicals. The oldest material is the archive of R.F.White (c.1800), the UK's first ad agency; the newest is last month's TV commercials. www.hatads.org.uk/

Incorporated Society of British Advertisers

Represents the interests of UK advertisers in all areas of marketing communications, including TV advertising, new media, press, radio, outdoor, direct marketing, sponsorship and sales promotion. www.isba.org.uk/

Institute of Practitioners in Advertising

Trade body and professional institute for leading agencies in the UK's advertising, media and marketing communications industry. <https://ipa.co.uk/>

Office of Communications (OFCOM)

OFCOM is the independent regulator and competition authority for the UK communications industries, with responsibilities across television, radio, telecommunications and wireless communications services. OFCOM frequently publishes research on broadcast advertising matters. www.ofcom.org.uk/

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection.

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