

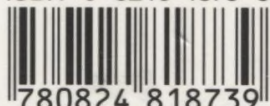
This is a formal account of the structure and organization of a large Japanese advertising agency. Based on a year's fieldwork in a Tokyo-based agency, the book presents a case study of an advertising campaign to outline the complex relations that exist both between different divisions (Account, Planning, Marketing, Creative) within an advertising agency, and between the agency and the client, on the one hand, and the agency and media on the other.

... *an outstanding piece of work, far and away the most detailed and comprehensive analysis of the work of an advertising agency I have ever come upon.*

MICHAEL SCHUDSON, University of California at San Diego.

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<i>List of figures, tables and plates</i>	viii
<i>Preface</i>	x
Introduction	1
1 Account Services	39
2 Presentations	71
3 Marketing	99
4 Creative	133
5 Media Buying: Newspapers	169
6 Magazines	200
7 Television	233
Conclusion	276
<i>Appendix</i>	298
<i>References</i>	306
<i>Index</i>	314