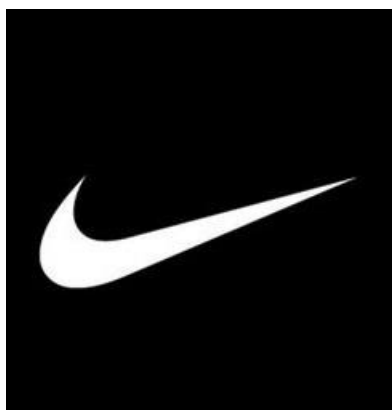


# ADVERTISING INDUSTRY GUIDE

Updated July 2019



This is a guide to some of the resources available within the British Library Business & IP Centre 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.

This guide will be useful to anyone starting a business within the advertising industry and also for those wanting to further their knowledge within this area.

## Start-Up Information



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.

accessible via electronic databases

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

### Business Opportunity Profiles (BOP)

Advertising Agency	2018	BOP480
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### Business Information Fact Sheets (BIF)

The UK Code of Non-broadcast Advertising and Direct and Promotional Marketing (the CAP Code)	2016	BIF073
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### Sources of Business Information (SOU)

Advertising Association	2016	SOU130
Advertising Standards Authority	2016	SOU056
Committees of Advertising Practice	2016	SOU085
Internet Advertising Bureau	2017	SOU477
Institute of Practitioners in Advertising	2019	SOU1064

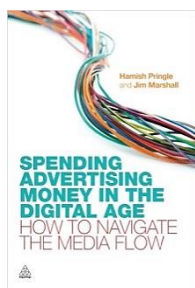
### Sector Update (SEC)

Advertising and Promotion (January 2018)	2018	SECo09
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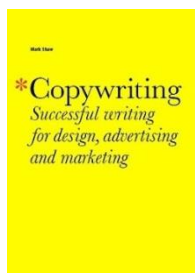
## Small Business Help Books

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.

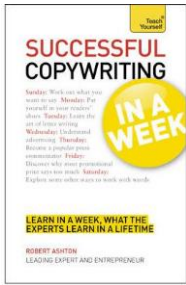


**Spending Advertising Money in the Digital Age: How to Navigate the Media Flow** by Hamish Pringle (Kogan Page, 2011) [SBH.MSM.105]

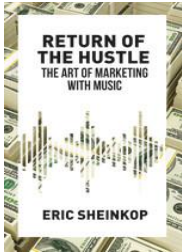
Has contributions from leading figures in the media industry and contains examples of top campaigns with demonstrable results in the marketplace.



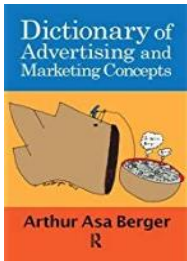
**Copywriting: successful writing for design, advertising and marketing** by Mark Shaw (Lawrence King, 2009) [SBH. PDIP.13]



**Successful Copywriting in a Week** by Robert Ashton (Teach Yourself Books, 2012) [SBH. STAR.87]



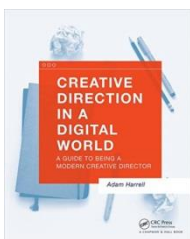
**Return of the Hustle** by Eric Sheinkop (Palgrave Macmillan, 2016) [SBH.MSM.87]



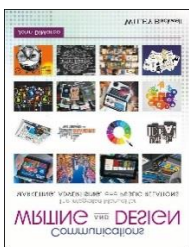
**Dictionary of Advertising and Marketing Concepts** by Arthur Asa Berger (Left Coast Press, 2013) [SBH MSM.144]



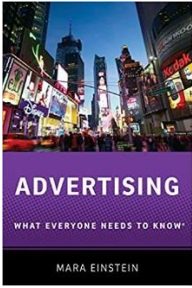
**Mobile Marketing: how mobile technology is revolutionizing marketing, communications and advertising** by Daniel Rowles (Kogan Page, 2017) [SBH.MSM.76]



**Creative Direction in a Digital World : a guide to being a modern creative director** by Adam Harrell (CRC Press, 2016) [SBH. MSM.35]



**Communications writing and design: the integrated manual for marketing, advertising, and public relations** by John DiMarco (John Wiley & Sons, Inc., 2017) [SBH. MSM.31]



**Advertising: what everyone needs to know** by Mara Einstein (Oxford University Press, 2017) [SBH.MSM16]

## 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.



(selection of UK-related titles published in July-2018-January 2019)

- **UK Ad Spending Share, by Media, 2015-2020 (% of total)** (June 3, 2019)
- **UK Ad Spending, by Media, 2015-2020 (millions of £)** (June 3, 2019)
- **What Are UK Internet Users' Attitudes Toward Digital Ads? (% of respondents, by demographic, Nov 2018)** (May 29, 2019)
- **Attitudes Toward Paid Social Media Advertising According to UK Social Media Advertising Decision-Makers, April 2019 (% of respondents)** (May 24, 2019)
- **(Which Marketing Tactics Have Raised UK Internet Users' Interest in Direct-to-Consumer (D2C) Brands? (% of respondents, April 2019)** (May 22, 2019)
- **Digital Ad Spending, by Industry, UK** (May 1, 2019)
- **Which Situations Would Make Ad Blocking Users in Great Britain Less Likely to Use Ad Blockers? (% of respondents, Feb 2019)** (March 29, 2019)
- **UK Digital Ad Spending 2019: Brexit Concerns Strengthen the Duopoly's Hand** (March 28, 2019)
- **Facebook and Google Control Ever-Greater Portion of UK Ad Market** (March 26, 2019)
- **Top 3 UK Advertisers, Ranked by TV Ad Spending, 2018 (millions of £)** (March 21, 2019)
- **Top 5 UK Industries, Ranked by TV Ad Spending, 2018 (millions of £ and % change)** (March 21, 2019)
- **UK Out-of-Home Ad Spending, 2010-2018 (millions of £)** (February 25, 2019)
- **Top 10 UK Advertisers, Ranked by Traditional Ad Spending, 2017 & 2018 (millions of £)** (February 12, 2019)
- **Digital Advertising – UK** (February 1, 2019)
- **UK Total Media Ad Spending, by Media, 2017-2019 (millions of £ and % change)** (January 28, 2019)
- **Programmatic Ad Spending in the UK 2019** (January 9, 2019)



- **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”, e.g.:

- **Food and Non-Food Discounters – Advertising and Marketing Activity** (September 2018)
- **Shaving and hair Removal – Advertising and Marketing Activity** (October 2018)
- **Pet Food and Pet Care Retailing - Advertising and Marketing Activity** (August 2018)



- **Advertising Agencies - UK Market Research Report March 2018**  
Provides figures for overall size and annual growth of the industry, and market share of the major companies.

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## Printed Market Research Reports (Please ask for help in finding these)



**Advertising Expenditure Forecasts** (Zenith Optimedia, 2017) [(B) MKT 659.1 BUS]  
Provides global and regional summaries in addition to forecasts for 80 individual countries worldwide.



**Mobile Advertising Forecasts** (Zenith Optimedia, 2017) [(B) MKT 338.4765914]  
Contains tables forecasting advertising figures up to 2019 for 65 countries.

## Business News & Journals



In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.



You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

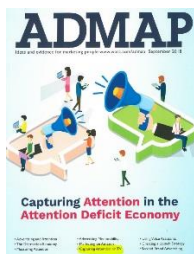


You will also find articles covering recent developments, and predicting future trends in your industry.

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## 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. Ordered via Explore the British Library (please ask for help).

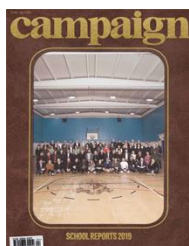


**Admap** (WARC, monthly) [(P) AQ93-E(15)], published by the World Advertising Research Center.

Contains news and feature articles, mostly with a UK focus. Each issue features a specific theme, e.g. marketing to children, word-of-mouth marketing, etc.



**Bellwether Report: IPA quarterly survey of marketing expenditure.** (Markit Economics, quarterly) [(P) AQ 93-E(29)], monitors marketing, advertising, sales promotion and direct marketing expenditure in the UK.



**Campaign** (Haymarket Business Media, bimonthly) [(P) AQ 93-E (8)]  
News, features, awards and appointments information for the United Kingdom advertising industry. <http://www.campaignlive.co.uk/>



**Marketing Week** (Centaur Media, weekly) [(P) AQ 89 - E (2)]  
News and analysis of the UK marketing industry with a global perspective.  
<http://www.marketingweek.co.uk/>

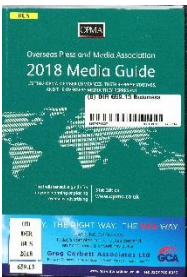
## Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles. Included here are directories that have been published from 2014 onwards. Earlier directories may also be found on open shelves in the Directories section of the Business & IP Centre.



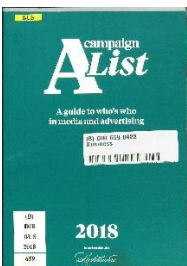
**The Directory of Advertising, Branding, Creative and Digital Agencies in Healthcare** (PM Group, 2017) [(B) DIR 659.19615102541]

Aimed specifically at clients in the pharmaceutical and healthcare sectors. With detailed profiles for 26 agencies, plus an A – Z index of 100 agencies.



**Overseas Media Guide 2018** 51st Edition (London: Overseas Press & Media Association) [(B) DIR 659.13]

Provides an indispensable guide for anyone planning or placing overseas advertising.



**The A List: A guide to who's who in media, marketing and advertising** (Haymarket Management Publications, 2019) [(B) DIR 659.0922], 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. <https://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. <https://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. <https://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. <http://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. <https://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. <https://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. Please ask for help at the enquiry desk or check the online catalogue "Explore the British Library" (<http://explore.bl.uk>) for more details.

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