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.

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

Business Information Fact Sheets (BIF)
The UK Code of Non-broadcast Advertising and Direct and Promotional Marketing (the CAP Code) 2016 BIF073

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 SEC009

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]
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.


- 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)
- 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)
- 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)
- 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.

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.
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.

**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/](http://www.campaignlive.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.

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](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/](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/](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/](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/](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/](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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