

Start-up idea

ADVISION

Advertising and marketing agency

Presented by
RHAFIR Kenza



AGENDA

- Define *ADVISON* agency
- *Advision* structure
- Functions of *Advision*
- Services provided
- Profitability of the project



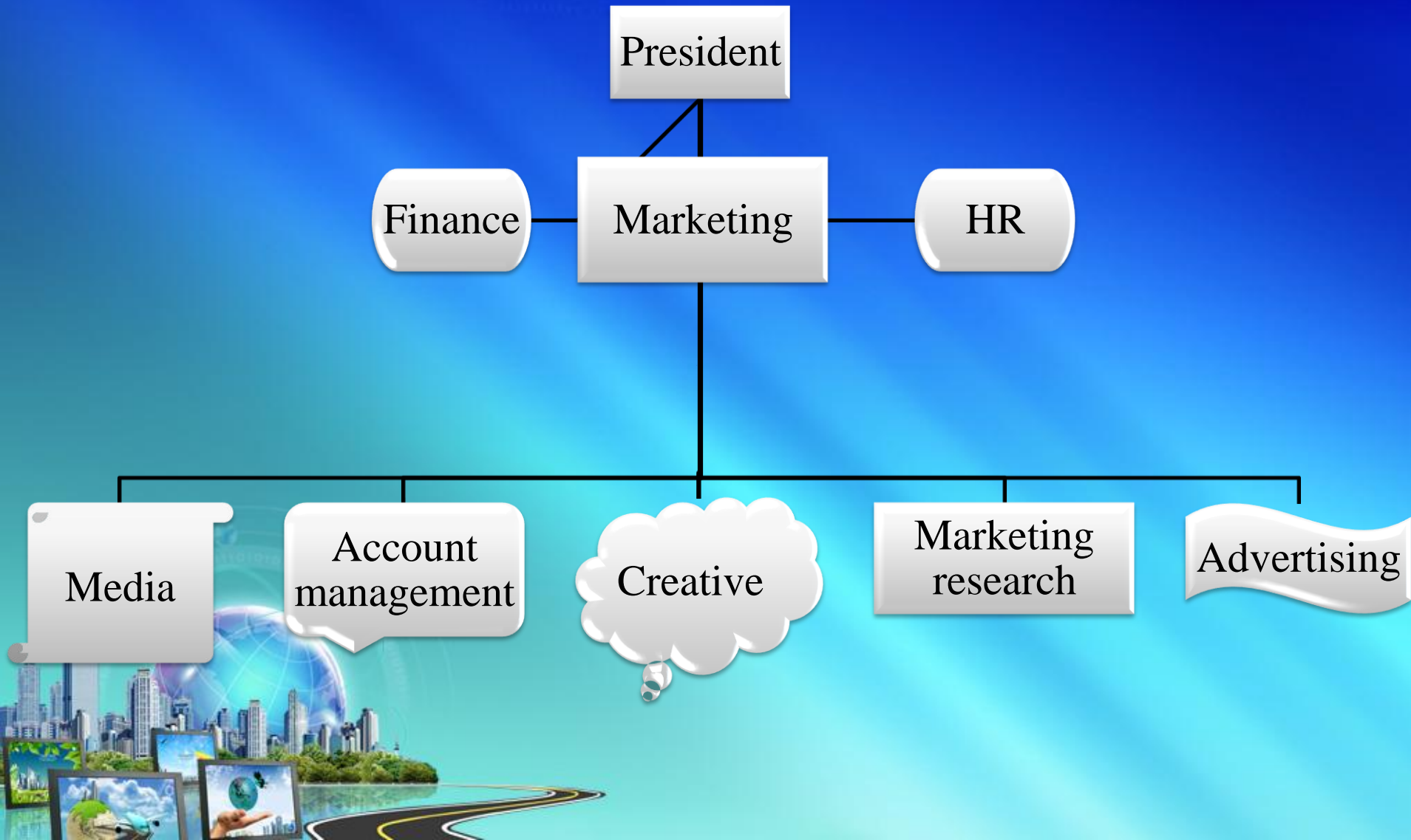
ADVISION agency presentation

« A new vision of perfection ! »

“Advision is a service provided that works for clients to create an effective and goal oriented advertising campaign, aimed at representing the company positively in the eyes of the target consumers”.



Advision structure





Functions of ADVISION

- To advertise products, brands and services to present our customers.
- For planning and creating an effective advertising campaign.
- To take over the process of brand building, stratigizing and pushing sales.



Services provided

Advertising

Consulting

PR

**Sales
promotion**

Integrated Marketing Communication

**Public
relations**

**Direct
marketing**

Design

**Personal
selling**

The way to make money

- Commissions :
 - usually 15% of gross costs ;
- Fees :
 - usually based on negotiated hourly rate ;
- Incentives :
 - Based on performance goals ;



Thank you !

