

## Voorburg Group on Service Statistics

19<sup>TH</sup> MEETING

# TURNOVER BY PRODUCT ADVERTISING SPANISH EXPERIENCE

*María Velasco Gimeno  
INE (Spain)*

Voorburg Group  
Ottawa (Canada)  
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## 1. INTRODUCTION

In 1999 Eurostat, supported by DG Enterprises, began a project in order to improve and increase the information available on business services. Some EU Member States participated in this project (Denmark, Spain, France, Ireland, Italy, Luxembourg, Portugal, Finland, Sweden and United Kingdom) that began in 2001 collecting data on computer services for the reference year 2000.

The aim of this project is to provide users with quality harmonised statistics on business services, exactly on:

- Turnover by products
- Turnover by type of client
- Turnover by residence of client

In the second phase of development in 2002 (reference year 2001), additional activities were included in the project. Consultancy services, market research, architectural and engineering services and advertising services, apart from computer services, were surveyed.

For reference year 2003, new activities have been added: legal services, technical testing and analysis, labour recruitment and provision of personnel.

Spain has participated in this project from the beginning and will continue participating, due to the fact that these statistics are very useful:

- More detailed information on services and products provided by enterprises
- Powerful tool to solve classification problems
- Source of information to calculate weights for PPI

## 2. DESCRIPTION OF THE ADVERTISING SECTOR IN SPAIN

The Spanish activity classification (CNAE 93 Rev.1.1) distinguishes two different subclasses:

- 74.4** Advertising
  - 74.40** Advertising
    - 74.401** Advertising consulting agencies
    - 74.402** Advertising space selling activity

And National Product Classification (CNPA) describes the followed services:

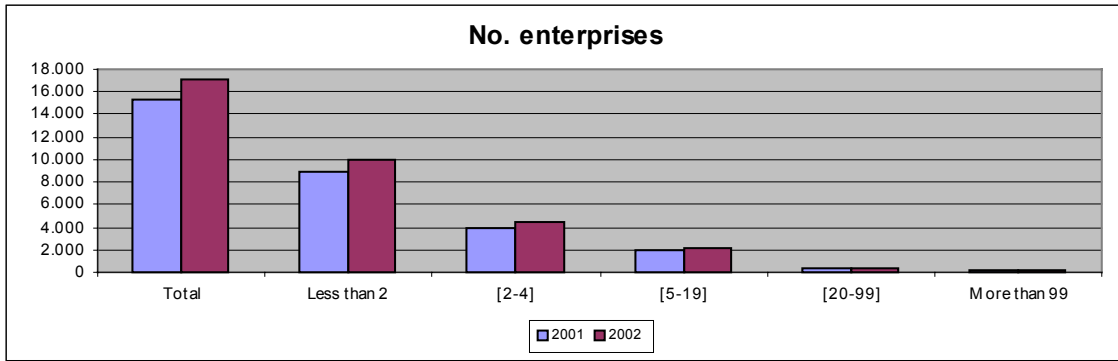
- 74.4** Advertising services
  - 74.40** Advertising services
    - 74.40.1** Advertising services
      - 74.40.11** Sale or leasing of advertising space or time on commission
      - 74.40.12** Planning, creating and placement services of advertising
      - 74.40.13** Other advertising services
    - 74.40.2** Sale or leasing of advertising n.e.c.

Advertising sector represents 2% of GDP (2002) and the employment is 0.55% of total. In the tables below, the figures of number of enterprises, turnover (millions of euros) and number of persons employed in 2001 and 2002, broken-down by size of enterprises, are showed (Annual Service Inquiry 2001 and 2002):

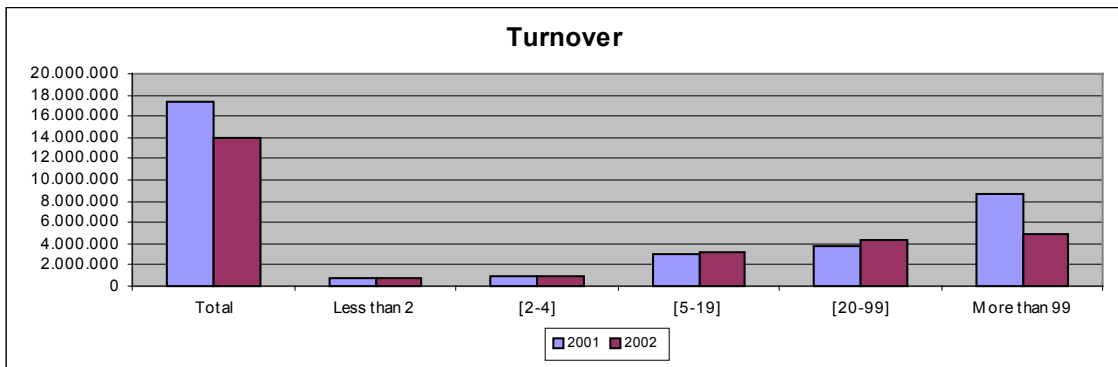
<b>2001</b>						
	Total	Less than 2	[2-4]	[5-19]	[20-99]	More than 99
No. enterprises	15.332	8.973	3.904	2.031	317	107
Turnover	17.336,106	821,330	996,441	3.047,211	3.718,187	8.752,936
No. persons employed	108.682	8.410	11.402	18.169	13.853	56.849

<b>2002</b>						
	Total	Less than 2	[2-4]	[5-19]	[20-99]	More than 99
No. enterprises	17.064	9.991	4.441	2.195	344	92
Turnover	13.931,064	702,724	1.009,615	3.113,346	4.277,378	4.828,001
No. persons employed	89.712	10.015	12.429	21.224	14.574	31.469

These figures are compared in the following bar charts:

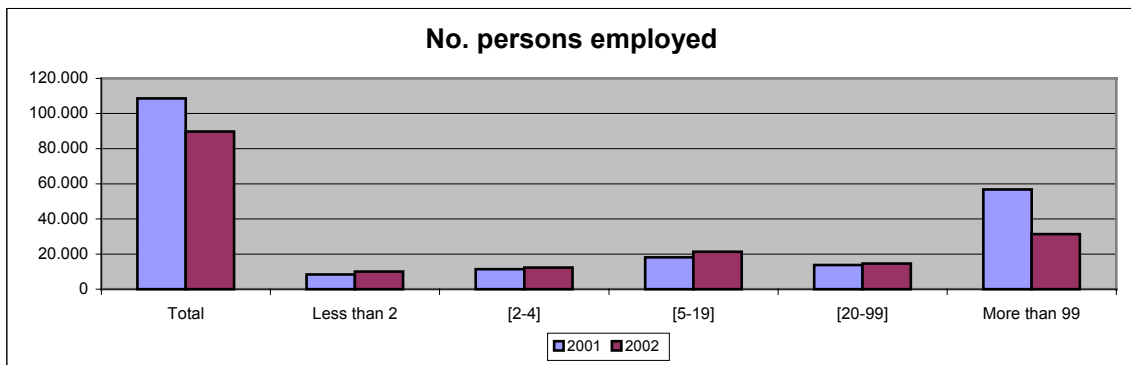


The number of enterprises has increased 11,3%, but if this comparison is done for enterprises with more than 99 persons employed, the number decreases 14%.



Although the population of this sector grows, the turnover has the opposite tendency and falls almost 20%.

The variable 'Number of persons employed' follows the trend of turnover, and goes down more than 17%.



### 3. TURNOVER BY PRODUCT

In this section, the methodology used in data collection of advertising services is described and the figures of reference years 2001 and 2002 are compared.

#### 3.1 Methodology

The questionnaire used to collect these data was annexed to the Service Annual Survey questionnaire in 2001 and 2002 (currently, data on reference year 2003 are being collected)

##### *Population area*

The enterprises whose main activity is described in the group 74.4 of the NACE Rev. 1.1 form the population of the survey.

The structure of the population is (breakdown by number of employees):

	<b>Total</b>	<b>Less than 2</b>	<b>[2-4]</b>	<b>[5-19]</b>	<b>[20-99]</b>	<b>More than 99</b>
<b>2001</b>	15.332	8.973	3.904	2.031	317	107
<b>2002</b>	17.064	9.991	4.441	2.195	344	92

##### *Frame of the survey*

The Central Directory of Enterprises (DIRCE), which constitutes the official register of Spanish National Statistical Institute, has been used as frame of the survey. DIRCE is generated from administrative records, mainly of the ones of Ministry of Finance and Social Security.

##### *Statistical unit*

The statistical unit is the enterprise whose main activity is advertising. The enterprise is also, the observation, the investigation and the information unit.

##### *Sampling*

The data collection is carried out by a sample survey. The design of the sample depends on the distribution and characteristics of the population. The population is stratified by number of employees.

The size of the samples in 2001 and 2002 was, broken-down by number of employees:

	<b>0</b>	<b>1-2</b>	<b>3-5</b>	<b>6-9</b>	<b>10-19</b>	<b>More than 20</b>	<b>Total</b>
<b>2001</b>	102	90	97	90	148	430	957
<b>2002</b>	128	97	86	84	129	507	1.031

The allocation method used was Neyman allocation by number of employees, but the last stratum (more than 20 employees), is investigated exhaustively.

##### *Variables*

The questionnaire on this activity was annexed to the common questionnaire of Services Annual Survey 2001 and 2002. The requested variables were:

**Turnover by products (percentage)** (definitions in annex 2): from total revenues the following breakdown was asked:

- Purchase, sale or leasing of advertising space or time
- Planning, creating and placement services of advertising
  - Full service advertising
  - Direct marketing
  - Advertising design
  - Other advertising services
- Other advertising related services
  - Photography services
  - Production of advertising films
  - Public relation services
  - Compiling and selling lists
  - Mailing
  - Other services related to advertising n.e.c.
- Market research services
- Business and management consultancy activities
- Computer services
  - Hardware consultancy services
  - Software and other computer consultancy
  - Other computer services
- Training
  - IT training
  - Other training
- Other services

**Turnover by client (percentage):** respondents are asked to breakdown their turnover by client activity. The following activities were considered:

- Enterprises (including public owned enterprises)
- Public sector
- Households and no profit institutions

**Percentage of enterprises by turnover from the three biggest clients:** four categories were considered:

- 0-24%
- 25-49%
- 50-74%
- 75-100%

**Breakdown of advertising sale by media:**

- Newspapers, magazines and journals
- Radio
- Television
- Internet
- Outdoor and transport
- Advertising material distributed to households
- Other media

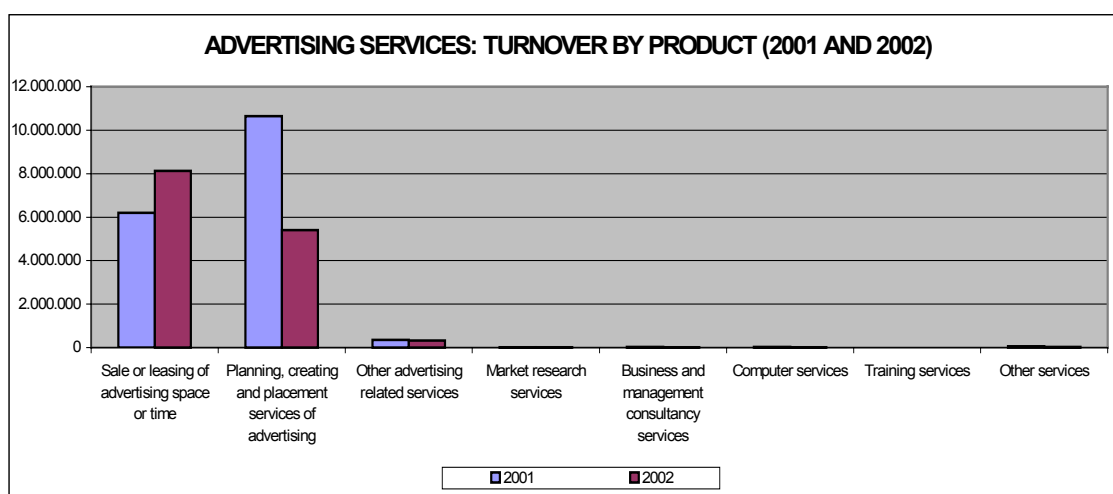
### 3.2 Results

In Spain, figures on years 2001 and 2002 are available and data can be compared. In the table below, the breakdown of turnover by product (percentage) for both years is showed:

		2001	2002
Sale of advertising space		35,75	58,34
Planning, creating and placement services of advertising	Full service advertising	40,09	17,14
	Direct marketing	5,16	6,05
	Advertising design	4,20	5,44
	Other advertising services	11,98	10,21
Other advertising related services	Photography services	0,23	0,48
	Production of films	0,74	0,66
	Public relation services	0,33	0,40
	Compiling and selling lists	0,12	0,08
	Mailing	0,21	0,26
	Other services related to advertising n.e.c.	0,43	0,39
Market research services		0,10	0,08
Business and management consulting		0,16	0,11
Hardware consultancy		0,04	0,01
Software supply		0,06	0,01
Other computer services		0,05	0,10
IT training services		0,00	0,00
Other training services		0,01	0,02
Other products n.e.c.		0,33	0,22
<b>Total</b>		<b>100</b>	<b>100</b>

At first stage, the turnover broken-down by product is analysed. As the graph shows, in both years, the most important services are 'Sale or leasing of advertising space or time' and 'Planning, creating and placement services of advertising', but the behaviour of these services is not the same in these two years. In 2001, 'Planning, creating and placement services of advertising' is the one with more turnover, but in 2002 it is 'Sale or leasing of advertising space or time'

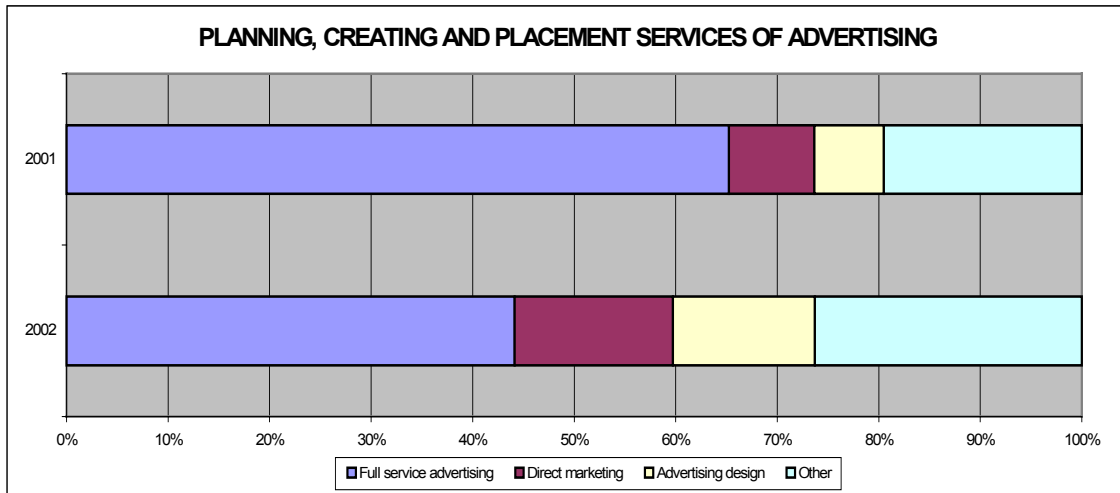
The services not directly related to advertising are negligible in both periods.



Now, the service *'Planning, creating and placement services of advertising'* is analysed in more detail. The following services are included in this category:

- Full service advertising
- Direct marketing
- Advertising design
- Other services related to advertising

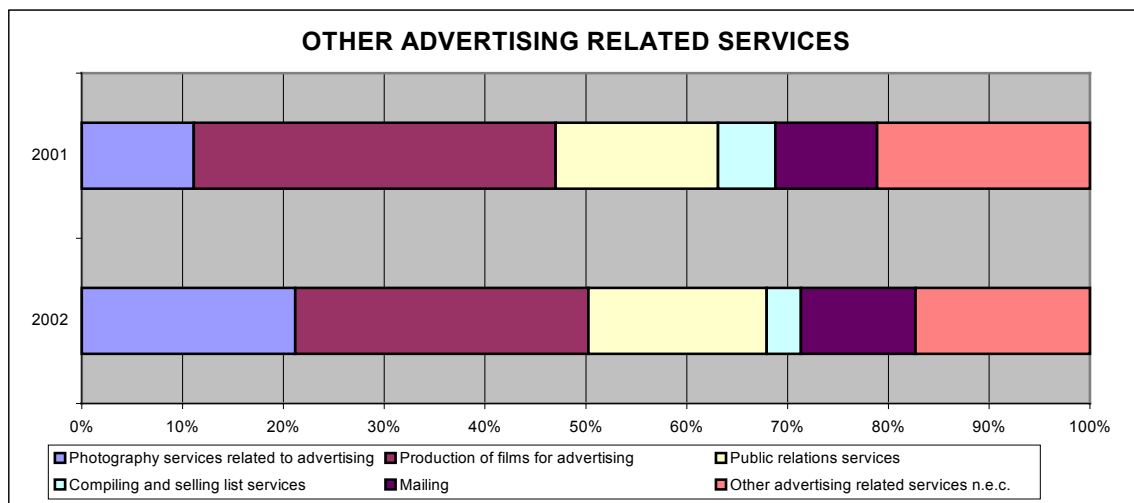
As this chart shows, *'Other services related to advertising'* are not insignificant. Respondents are asked to explain what kind of services is included in the fourth category, and *'Promotions'* is the service most often mentioned.



Also, *'Other advertising related services'* is broken-down into some sub-categories:

- Photography services related to advertising
- Production of films for advertising
- Public relations services
- Compiling and selling list services
- Mailing
- Other advertising related services n.e.c.

The results of this breakdown for 2001 and 2002 are compared in the chart below:





The category '*Other advertising related services n.e.c.*' represents around the 20% of '*Other advertising related services*' (but around 0,4% in total). In the explanations given by enterprises, services related to hostess and fairs are included in '*Other advertising related services n.e.c.*'.

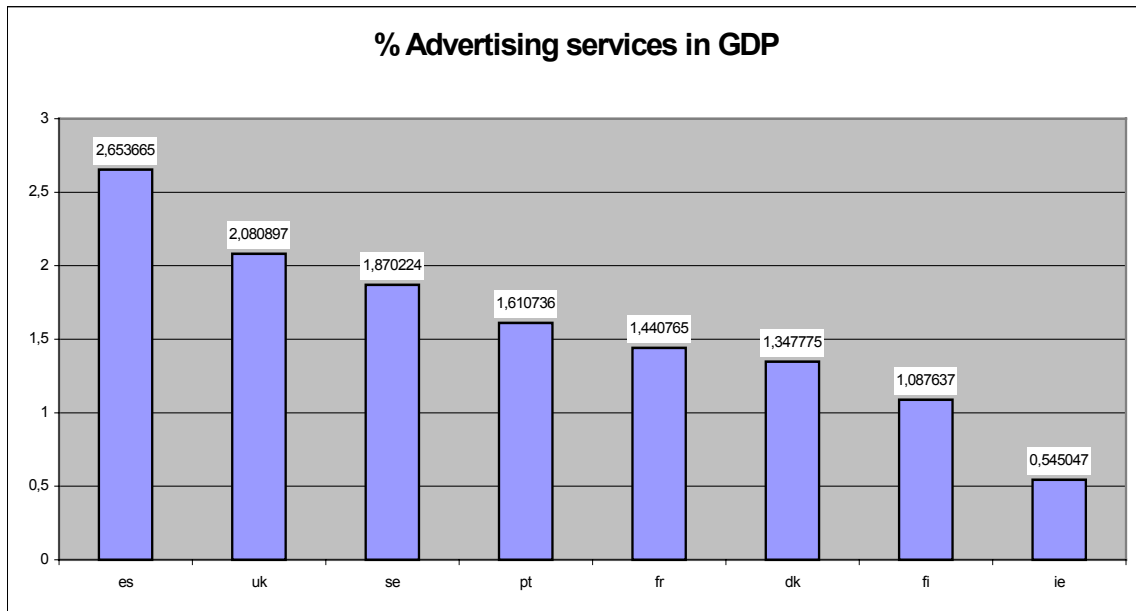
#### 4. SOME MEMBER STATES FIGURES (2001)

In this chapter, the 2001 results of the EU project on advertising sector are going to be analysed. The Member States that participated in this project were: Denmark (DK), Spain (ES), France (FR), Ireland (IE), Portugal (PT), Finland (FI), Sweden (SE) and United Kingdom (UK).

In the following table, the advertising turnover in 2001 in each country is showed (turnover in millions of euros):

MS	UK	FR	ES	SE	DK	PT	FI	IE
<b>Turnover</b>	33.271,5	21.259,7	17.336,1	4.579,8	2.397,3	1.978,0	1.473,4	625,4

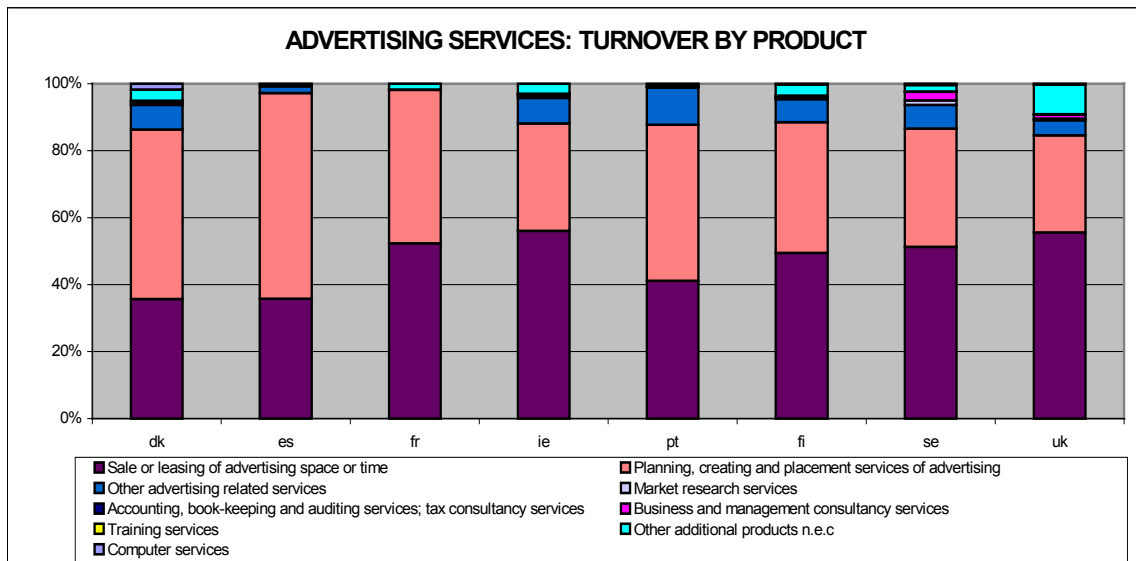
In order to have an idea of the importance of advertising sector in the economy, the percentage of advertising turnover in GDP is calculated (year 2001):



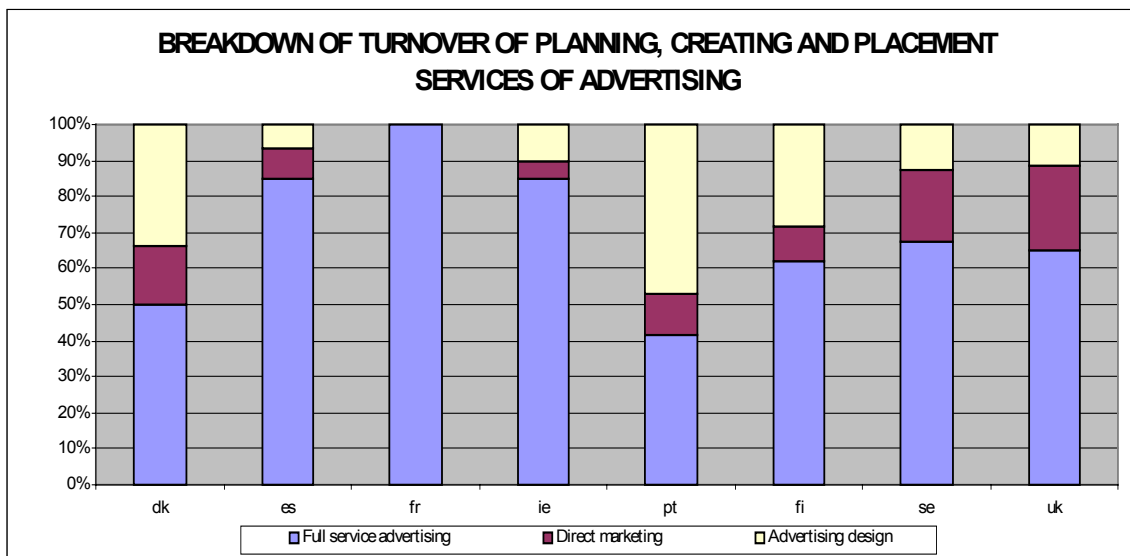
In Spain, advertising sector represents 2,65% of GDP and in Ireland 0,54%. The rest of Member States that participate in the project are between both values.

Now, in the graph below the main product share of total turnover are showed. The sum of 'Sale or leasing of advertising space or time', 'Planning, creating and placement of advertising' and 'Other advertising related services' represents, at least, 90% of total turnover. The structure of this breakdown varies across the participating Member States.

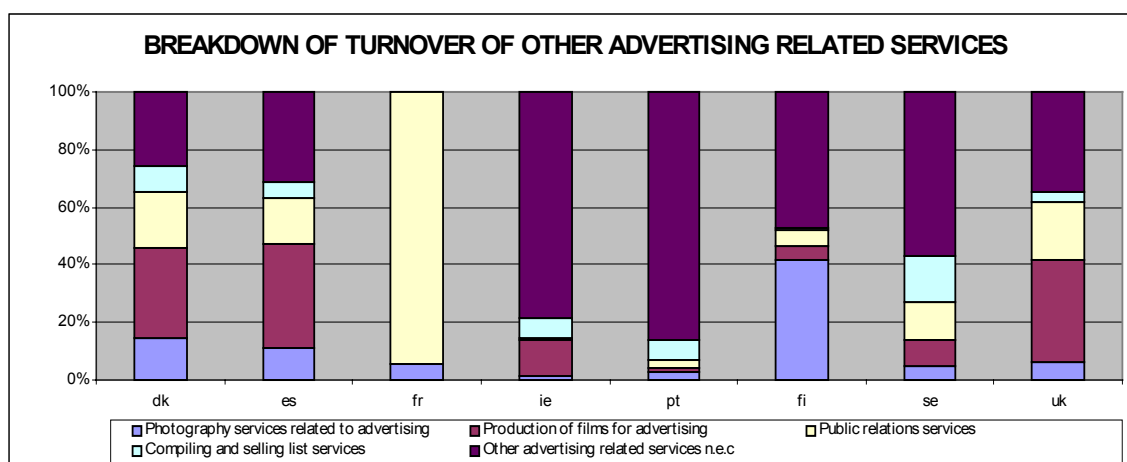
For example, in Ireland and United Kingdom, 'Sale or leasing of advertising space or time' represents more than 50% of turnover, and in Spain, 'Planning, creating and placement of advertising' is the most important service in terms of turnover.



The structure of the breakdown of turnover of *'Planning, creating and placement services of advertising'* is not exactly same from country to country either. Although, in almost all the Member States, *'Full service advertising'* has the biggest percentage (except in Portugal where *'Advertising design'* has more weight), it varies from nearly 100% in France to 50% in Denmark.



There are more differences among countries when the breakdown of turnover of *'Other advertising related services'* is compared.



Finally, studying the table below, an evaluation of the product list used in the EU project can be carried out. The first conclusion that we obtain is that the main services that advertising firms provide are *'Sale or leasing of advertising space or time'* and *'Planning, creating and placement services of advertising'*.

There are two 'residual' variables in the list, *'Other advertising services'* and *'Other product n.e.c.'*. The first one has big percentages in Ireland and Portugal, followed by Sweden and Finland; and the second one, in United Kingdom and Finland.

A deeper investigation on this sector could show which product and services are in these 'others', in order to have a more complete product classification on advertising sector.

	DK	ES	FR	IE	PT	FI	SE	UK
Software supply	0,7	0,0	0,0	0,0	0,0	0,0	0,3	0,1
Sale of advertising space	47,8	35,8	52,4	56,6	62,2	49,4	51,4	59,6
Full service advertising	18,0	52,1	45,8	27,3	16,1	25,2	25,1	18,1
Direct marketing	13,8	5,2	0,0	1,4	4,1	3,8	7,2	7,2
Advertising design	10,8	4,2	0,0	3,3	9,7	11,1	4,9	2,9
Photography services	0,7	0,2	0,0	0,1	0,1	2,9	0,4	0,3
Production of films	2,3	0,7	0,0	0,9	0,2	0,4	0,7	1,5
Public relation services	0,8	0,3	0,1	0,0	0,0	0,4	1,0	0,6
Compiling and selling lists	0,1	0,1	0,0	0,6	0,7	0,0	1,2	0,2
Other advertising services	1,7	0,6	0,0	6,0	5,7	3,2	4,2	1,6
Market research services	0,4	0,0	0,0	0,8	0,1	0,2	1,5	0,4
Other products n.e.c.	2,9	0,8	1,7	3,0	1,1	3,4	2,1	7,5
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

## 5. CPA, THE EU PROJECT, CPC AND NAPCS PRODUCTS LISTS

### 5.1 CPA product list and the EU product list

The EU project product list is based on CPA, but there are some differences between the lists (see annex 2). The product *'Sale or leasing of advertising space or time'* of the EU project product list includes two subcategories of CPA:

- 74.40.11: Sale of advertising space or time on commission
- 74.40.20: Sale of advertising space or time n.e.c.

Looking over the EU figures (year 2001), *'Sale or leasing of advertising space or time'* is the most important category in all the countries (except Spain, where it is the second one), even with more than 50% of total turnover. It could be useful, in order to have a deeper knowledge of the output of this sector, to split this category into two, distinguishing (as CPA does) when the advertising space or time is sold on commission or not.

The EU project product list divides the CPA subcategory *'Planning, creating and placement services of advertising'* in some services, achieving more details on the products included in the CPA subcategory. These services are:

- Full service advertising
- Direct marketing
- Advertising design

The results show that this breakdown is a good option, and show also that *'Full service advertising'* is the most prominent in the proposed breakdown.

The residual product, named in both lists *'Other advertising services'*, doesn't include exactly the same services. In CPA, the subcategory 74.40.13 refers to delivery services of samples and other advertising materials. But, in the EU project product list, services related to advertising are included. These services are:

- Photography services related to advertising
- Production of films for advertising
- Public relation services
- Compiling and selling list services

Although the percentages of turnover of these products are not large, their inclusion as separate products in the EU project is very useful in the sense that the turnover shares in the category *'Other products n.e.c.'* are small. The services listed above are classified in CPA in categories not related to advertising sector.

The EU project product list also includes other business services as market research services, business and management consulting services, computer services and training services. The turnover share of these services can be considered negligible, and can be deleted of the list, due to the fact that including them increases the burden on enterprises.

### 5.2 CPA product list and CPC product list

The differences between both classifications are very fine (see annex 1). The CPC classes detail a little bit more the services that they include. For example, the note of the CPC class *'Planning, creating and placement services of advertising'* explains that *'organisation of direct mail advertising campaigns'* is included in this class. Also, the

explanation of the class '*Other advertising services*' gives more details about the services included in this class.

The last difference is that the CPC class '*Sale of advertising space or time (except on commission)*' is divided into four subclasses:

- 83631: Sale of advertising space in print media (except on commission)
- 83632: Sale of TV/radio advertising time (except on commission)
- 83633: Sale of Internet advertising space (except on commission)
- 83639: Sale of other advertising space or time (except on commission)

For the EU project, it would be useful to study first the distinction between the sale of advertising space or time on commission or not on commission, and if this last product had a notable share of turnover, then those four services should be included in the EU project product list.

### **5.3 CPA product list and NAPCS product list**

It is not as easy as in the comparisons done before, to compare CPA and NAPCS product lists. In a general overview, it is clear that NAPCS details more the product and services of the advertising sector (see annex 3).

At this stage only the links between the products of both classifications can be established. This is not done, since no data on NAPCS product list are yet available, and thus no evaluation on how this list works can be done.

### **5.4 Conclusions**

In general, the EU project product list seems to work well. Perhaps, the product '*Sale or leasing of advertising space or time*' could be divided in two, taking into account the sale is on commission or not, as CPA does.

Also, product as training, computer services, business and management consulting services and market research services could be deleted from the EU list, due to the fact that their turnover shares can be considered negligible and including them in this list increases the burden on enterprises.

## ANNEX 1

### The CPA compared with the CPC

CPA	CPC
<p><b>74.40.11 Sale of advertising space or time on commission</b>            This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Media representation services, i.e. sale of time and space for various media soliciting advertising.</li> </ul>	<p><b>8362 Purchase or sale of advertising space or time, on commission</b>            This class includes:</p> <ul style="list-style-type: none"> <li>- Sale or leasing services of advertising time or space</li> <li>- Services of media buying agencies, which buy media space or time on behalf on advertisers or advertising agencies</li> </ul>
<p><b>74.40.12 Planning, creating and placement services of advertising</b>            This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Planning, creating and placement services of advertisements to be displayed through the advertising media</li> <li>- Planning (without production) of advertising objects or films</li> </ul> <p>This subcategory does not include:</p> <ul style="list-style-type: none"> <li>- Market research services (74.13.11)</li> <li>- Public relations services (74.14.16)</li> <li>- Photography services related to advertising (74.81.23)</li> <li>- Production of films for advertising (92.11.31)</li> </ul>	<p><b>8361 Planning, creating and placement services of advertising</b>            This class includes:</p> <ul style="list-style-type: none"> <li>- Planning, creation and execution services of all or part of advertising campaign, including selection of media to be used, design of ads, illustrations, posters, etc., writing of scenarios, advertising movies, placement in media.</li> <li>- Planning (without production) of advertising objects or films</li> <li>- Organisation of direct mail advertising campaigns</li> </ul> <p>This class does not include:</p> <ul style="list-style-type: none"> <li>- Public relations services (83121)</li> <li>- Market research services (83700)</li> <li>- Photography services related to advertising (83812)</li> <li>- Production of films for advertising (96121)</li> </ul>
<p><b>74.40.13 Other advertising services</b>            This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Delivery services of samples and other advertising material</li> </ul>	<p><b>8369 Other advertising services</b>            This class includes:</p> <ul style="list-style-type: none"> <li>- Aerial advertising services</li> <li>- Delivery services of free samples and other advertising material</li> <li>- Demonstration and presentation advertising services at point of sale</li> <li>- Direct advertising services by representatives such as canvassing by direct information to the client, with possible direct provision of free samples (e.g., to doctors)</li> <li>- Sales promotion (if no orders are received)</li> </ul> <p>This class does not include:</p> <ul style="list-style-type: none"> <li>- Model agency services (85129)</li> <li>- Advertising mailing services (85950)</li> </ul>

<p><b>74.40.20 Sale of advertising space or time n.e.c.</b></p> <p>This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Sale of advertising space on billboards, building, vehicles etc. directly by the owner</li> </ul> <p>This subcategory also includes:</p> <ul style="list-style-type: none"> <li>- Sale of naming rights for tournaments, stadiums etc</li> <li>- Product placement in movies etc</li> </ul> <p>This subcategory does not include:</p> <ul style="list-style-type: none"> <li>- Sale of advertising space or time on commission (74.40.11)</li> </ul>	<p><b>8363 Sale of advertising space or time (except on commission)</b></p> <p>This class is divided into the following subclasses:</p> <ul style="list-style-type: none"> <li>- 83631: Sale of advertising space in print media (except on commission)</li> <li>- 83632: Sale of TV/radio advertising time (except on commission)</li> <li>- 83633: Sale of Internet advertising space (except on commission)</li> <li>- 83639: Sale of other advertising space or time (except on commission)</li> </ul>
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## ANNEX 2

### The CPA compared with the EU project product list

CPA	EU project product list
<p><b>74.40.11 Sale of advertising space or time on commission</b> This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Media representation services, i.e. sale of time and space for various media soliciting advertising.</li> </ul> <p><b>74.40.20 Sale of advertising space or time n.e.c.</b> This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Sale of advertising space on billboards, building, vehicles etc. directly by the owner</li> </ul> <p>This subcategory also includes:</p> <ul style="list-style-type: none"> <li>- Sale of naming rights for tournaments, stadiums etc</li> <li>- Product placement in movies etc</li> </ul> <p>This subcategory does not include:</p> <ul style="list-style-type: none"> <li>- Sale of advertising space or time on commission (74.40.11)</li> </ul>	<p><b>Sale or leasing of advertising space or time</b> It includes:</p> <ul style="list-style-type: none"> <li>- Services of media buying agencies: service consisting essentially of buying advertising space or time, in large amounts, in order to obtain from the Media more advantageous conditions, and too resell it to the users (advertisers or agencies).</li> <li>- Media representation services: service of representation of Media, in selling or leasing advertising space or time. It includes the services of the advertisement salesman on commissions and publicity recruiters, and also the sales of space sale by concessionaires.</li> <li>- Sale or leasing of own advertising space or time.</li> </ul>
<p><b>74.40.12 Planning, creating and placement services of advertising</b> This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Planning, creating and placement services of advertisements to be displayed through the advertising media</li> <li>- Planning (without production) of advertising objects or films</li> </ul> <p>This subcategory does not include:</p> <ul style="list-style-type: none"> <li>- Market research services (74.13.11)</li> <li>- Public relations services (74.14.16)</li> <li>- Photography services related to advertising (74.81.23)</li> <li>- Production of films for advertising (92.11.31)</li> </ul>	<p><b>Planning, creating and placement services of advertising</b> It includes:</p> <ul style="list-style-type: none"> <li>- <i>Full service advertising</i>: service that integrates the several phases of an advertising campaign, from planning and creation, until the placement of the advertisement in the media, taking care of all the customers' advertising matters.</li> <li>- <i>Direct marketing</i>: service of direct advertising in which there is an immediate and personalised contact, at distance, with certain public by mail, telephone, or any other way, with the intention of accomplishing a sale, or to transmit an advertising message.</li> <li>- <i>Advertising design</i>: this includes the services of graphic, interiors and industrial design with an advertising objective. It also includes, when rendered in an integrated way and altogether with design, the execution of advertising material in posters, awnings, and vinyl, in vehicles and other supports.</li> </ul>
<p><b>74.40.13 Other advertising services</b> This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Delivery services of samples and other advertising material</li> </ul>	<p><b>Other advertising services</b> It includes:</p> <ul style="list-style-type: none"> <li>- <i>Photography services related to advertising</i>: photographing of industrial products, fashion clothes, machinery, persons, brochures and catalogues etc.</li> <li>- <i>Production of films for advertising</i></li> <li>- <i>Public relations services</i>: advisory,</li> </ul>

	<p>guidance and operational assistance services concerning methods to improve the image and relations of an organisation or individual with the general public, government, voters, shareholders and others.</p> <ul style="list-style-type: none"> <li>- <i>Compiling and selling list services:</i> services consisting in selling lists of names and addresses compiled from telephone directories and other sources. Exploration of listings of companies, products or brand names with the intention of promoting a sale or a service.</li> </ul>
	<p><b>EU project product list includes also, as services related to advertising:</b></p> <ul style="list-style-type: none"> <li>- <b>Market research services</b></li> <li>- <b>Business and management consulting services</b></li> <li>- <b>Computer services</b></li> <li>- <b>Training services</b></li> </ul>

## ANNEX 3

### The CPA compared with the NAPCS

CPA	NAPCS
<p><b>74.40.11 Sale of advertising space or time on commission</b>            This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Media representation services, i.e. sale of time and space for various media soliciting advertising.</li> </ul>	<p><b>54181.4 Media buying</b>            This category includes buying space or time from the media on behalf of the advertisers or advertising agencies</p> <p><b>54184 Sale of advertising space or time on behalf of the media</b>            This category includes sale of advertising space or time in printed media, television, radio or other media on behalf of the media</p>
<p><b>74.40.12 Planning, creating and placement services of advertising</b>            This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Planning, creating and placement services of advertisements to be displayed through the advertising media</li> <li>- Planning (without production) of advertising objects or films</li> </ul> <p>This subcategory does not include:</p> <ul style="list-style-type: none"> <li>- Market research services (74.13.11)</li> <li>- Public relations services (74.14.16)</li> <li>- Photography services related to advertising (74.81.23)</li> <li>- Production of films for advertising (92.11.31)</li> </ul>	<p><b>54181.1 Integrated marketing communication</b>            This category includes:</p> <ul style="list-style-type: none"> <li>- Providing a full range of advertising services (including any combination of creative and production services</li> <li>- Media planning, buying, and research) plus marketing services (including any combination of public relations, market research, and sales promotion).</li> </ul> <p><b>54181.2 Multiple advertising services</b>            This category includes providing any combination of advertising services such as creative and productive services; and media planning, buying, and research.</p> <p><b>54181.3 Advertising creative services, including graphic design services</b>            This category includes creating the basic idea for an advertisement, which includes drafting the words or copy that will appear in the ad or be spoken by an actor, designing the layout for a print ad or the filming sequence of a television commercial.</p> <p><b>54181.6 Sales promotion</b>            This category includes:</p> <ul style="list-style-type: none"> <li>- Developing plans for specific promotional activities or campaigns that stimulate consumer purchasing</li> <li>- Improve distribution efficiency for a specific product.</li> </ul> <p>This may also include providing support services for implementing the campaign, such as co-ordinating the logistical and personnel requirements.</p> <p><b>54181.7 Direct marketing</b>            This category includes developing a strategy to send promotional messages directly to consumers, rather than via mass media. Includes methods such as direct mail and telemarketing.</p>

	<p><b>54181.9 Other advertising services</b>  This category includes other services related to advertising, such as developing ad campaigns that use interactive media, conducting media verification, preparing competitive advertising reports, and producing advertisements for print, radio or television.</p> <p><b>54183.1 Media planing and/or buying services</b>  This category includes providing media planning or media buying services separately or in combination.</p> <p><b>54183.2 Media research, analysis and verification services</b>  This category includes conducting research, analysis and verification/evaluation activities to provide clients with information about all types of media, such as media coverage, audience, effectiveness, reliability, etc.</p> <p><b>54183.3 Other media planning and buying services</b>  This category includes other media planning and buying services, not elsewhere specified.</p> <p><b>54186.1 Full direct mail services</b>  This category includes providing all the services of a direct mail advertising campaign from the concept development through the actual mailout.</p> <p>This includes identifying the target group, developing the strategy, designing the mailout package, printing and assembling the package, and mailing the package.</p> <p><b>54186.2 Concept development for a direct mail advertising campaign</b>  This category includes developing the plan for a direct mail advertising campaign. This includes identifying the target group, developing the strategy, and designing the mailout package. The plan is a separate product that may then be implemented by the same direct mail agency or by a third party.</p> <p><b>54186.3 Mailing list support services</b>  This category includes creating an electronic list of names, addresses, and other relevant information of a target group specified by the client, as an end-product or as input to a direct mail advertising mailout.</p> <p>This service includes procuring lists, as necessary, from third parties and/or using lists provided by the client, and/or maintained by the direct mail advertising agency, and <i>conducting</i> other data processing operations necessary to create the specified final list.</p>
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<p><b>74.40.13 Other advertising services</b>  This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Delivery services of samples and other advertising material</li> </ul>	<p><b>54187.1 Distribution of advertising materials, other than by mail</b>  This category includes distributing advertising materials such as newspaper inserts, flyers, and product samples by methods other than mail, such as door to door, on car windshields, and in other public locations.</p> <p>This may include reproducing materials, such as copying flyers, or assembly of materials, such as inserting materials or samples into bags for distribution. May include creative design work.</p> <p><b>54189.1 Co-ordination of production and delivery of premiums (advertising specialities)</b>  This category includes co-ordinating the production of advertising specialities (key chains, magnets, mouse pads, mugs, etc) bearings the logos and/or name of a business for purposes of promoting the business and its products or services, and delivering the finished advertising specialities to the client.</p> <p>This service may include the design of the speciality and/or the co-ordination of its production.</p> <p><b>54189.2 Product or merchandise demonstrations</b>  This category includes demonstrating the uses or benefits of a product or merchandise in a public place, such a department store.</p> <p><b>54189.3 Display lettering services</b>  This category includes applying graphics or lettering to signage, either by hand or through computer generated means, for the purpose of advertising, such as on store fronts or at tradeshow booths.</p> <p><b>54189.4 Other services related to advertising, n.e.c.</b>  This category includes providing other services related to advertising, not elsewhere classified, such as store window dressing or trimming, welcoming services, etc.</p>
<p><b>74.40.20 Sale of advertising space or time n.e.c.</b>  This subcategory includes:</p> <ul style="list-style-type: none"> <li>- Sale of advertising space on billboards, building, vehicles etc. directly by the owner</li> </ul> <p>This subcategory also includes:</p> <ul style="list-style-type: none"> <li>- Sale of naming rights for tournaments, stadiums etc</li> <li>- Product placement in movies etc</li> </ul>	

<p>This subcategory does not include: - Sale of advertising space or time on commission (74.40.11)</p>	
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