

# QUALITY IN ADVERTISING

Daniel Žec – Vladimír Socha – Ľuboš Socha

Article deals with the quality of service in the selected advertising agency. Detailed research has been focused on the advertising company Hi-Reklama Ltd., which is located in Košice. On the basis of survey employee satisfaction with working conditions in the company and customer satisfaction with the advertising services was identified. Based on the observation and evaluation of research various steps to strengthen the position of an advertising agency in the market have been proposed, creating better working conditions and improving the quality of service.

Key words: quality, advertising, services, customers, advertising, Hi-Reklama, Advertising Agency

## 1 INTRODUCTION

Advertisement is present everywhere around us. Accompanies us at every step, whether you realize it or not. It is essential component of the modern world and certainly the result and the creator of its global context. Thing that inherently belongs to advertising are advertising services, which are present in different forms on the market. Leading providers of advertising services are currently advertising agencies. Their importance is becoming stronger. Successful companies have realized, if they want to practice high-level marketing, they have to have high-quality advertising. Therefore they leave this activity for advertising agencies. Advertising agency is a company that cannot exist without relations with the outside world. It provides services to clients, with whom it must be in constant contact, it must identify their needs and interests, it must try to find the most appropriate solutions to satisfy them.

## 2 APPLICATION SYSTEMS OF MANAGEMENT QUALITY IN ADVERTISING SERVICES

The current dynamic growth and rapidly changing economic environment puts the companies in front of the problem of ensuring long-term competitiveness. Critical factor towards customers in a healthy market environment is a marketing strategy based on advertising, product quality, product prices, delivery terms, warranty terms, etc.

Critical factor of internal environment is a system and quality of company management. This requires to put into practice new methods of management and changes in approaches. The basic objective is to enhance the effectiveness, efficiency and quality of the product. It is important to note that the Quality Management System (QMS) is not a luxury nowadays but a necessity to ensure long-term competitiveness.

## 3 ANALYSIS OF ADVERTISING SERVICES IN KOŠICE

In Košice there is currently around 80 advertising agencies, which can be found in the Internet database. Prior to the selection process of the advertising agency it is good to know the opportunities that the

market offers. It is necessary to monitor the supply of advertising agencies and confront it with the possibilities and needs of the clients (budget options, the range of required services, international contracts on cooperation marks a selected network agencies, etc.).

One of the important factors influencing the selection of an advertising agency and later the nature of cooperation is the image of the agency. Each client has a specific taste, therefore different approach and advertising is suitable for him. Every advertising agency has its own style which is visible in its work and presentation in front of clients. All advertising agencies present their ideas and ads in trade magazines. Perhaps the most common source of information about advertising agency, its ideas and way of presenting is the internet.

Every advertising agency is doing its best to offer high quality services for target groups that reside or work in Košice, but of course also for companies or clients with nationwide coverage. Some have more opportunities and experiences, and so are more preferred and have bigger share in the market. Advertising agency that participates in the most creative projects and can promote your brand has a guaranteed success. Based on survey and analysis of services offered, I chose an advertising agency Hi-Reklama, which is one of the leading agencies in terms of quality products and services offered.

## 4 HI-REKLAMA Ltd.

"You never get a second chance to correct a first impression!"

Hi-Reklama is operating on the Slovak market since 1991. Over the time, the company has developed into one of the largest agencies in Slovakia. In order to always satisfy the requirement of the client company cooperates with several quality contracting external partners. Hi-Reklama makes about 8,000 contracts for regular, as well as for new clients during the year.

The company offers several years comprehensive advertising service to its clients, mainly due to the wide portfolio of own production technologies, all under one roof.

These conveniences allow to offer clients several benefits:

- Clients have a direct impact on the quality of production,

- Special producer prices are not increased by the intermediary margin,
- The immediate impact on the delivery dates;
- High degree of flexibility and efficiency,
- 90% of consignments are distributed directly to clients

Basic services offered by the company:

- Large printing
- Digital printing
- Lighting advertising
- Car wrap
- Promotional items
- Events
- Exhibitions
- Printed papers
- Web Design

Especially some exceptional and superior quality services and products highlight this advertising agency over others. In more detail, focusing on quality, we found out that the chosen advertising agency is not certified to management system standards according to ISO 9001. However, based on the survey, we concluded that it offers the widest range of quality services and products. Advertising agency works exclusively with certified materials, thus ensuring high quality of its products. It is involved in various projects, it is creating advertising campaigns and television commercials for various companies. All work that is carried out, company is trying to do at the highest possible level.

## 5 QUESTIONNAIRE SURVEY

Questionnaire survey was divided into two parts. The first part of the survey was conducted among employees of an advertising agency Hi-Reklama to determine their satisfaction with working conditions. The second part of the survey focused on clients of that company, who should show their satisfaction with the services provided. In both parts were primarily evaluated demographic data (gender, age, and education of respondents). Participants were 31 employees and 46 clients of advertising agency Hi-Reklama.

### 5.1 Evaluation of questionnaire survey conducted among employees

In Hi - Reklama works almost the same number of men and women, and almost half are aged 31-40 years. Nearly 70% of staff has a university degree, the remaining 30% are secondary school graduates. Questions were focusing on the work environment, communication with management, employee satisfaction, working conditions and the conditions for their professional growth.

Most employees (90%) expressed satisfaction with their work. They evaluated their working

environment as very good. Regarding maintenance and supply of the workplace, employees are very satisfied. Overall, we could say that they are proud of the brand of the company that employs them. However, there were also areas that would be necessary to improve.

Areas with which employees were less satisfied were: Mostly 55 % of respondents pointed to poor conditions created by the management for their professional growth. Just over 45 % of employees admitted that they are working under constant pressure. The question of how employees perceive their assessment for the work we have obtained the following responses: 39% of employees perceive their assessment activities performed for the company as well. However, another 45% said that their salaries are not adequate comparing to their work. Employees working outside highlighted the need to improve safety and health at work.

### 5.2 Evaluation of questionnaire survey conducted among the company's clients

After recording the results of the survey for employees Hi-Reklama we visited its customers. The bulk of the clients (64%) who participated in the questionnaire survey were men, rest were women. Services of advertising agencies are used according to our survey mainly by people aged 18-30 years (48%), followed by 24% in the age category 41-50 years. The remaining nearly 15% were in the age groups 31-40 and 51 and over. Education of the respondents was as follows: the largest number of clients, 48% had secondary education and only slightly less than 46% had a college degree. Slightly over 6% of respondents had primary education.

After evaluating demographic data we have moved to individual questions. The question of how customers evaluate services of Hi - Reklama, responses were positive for the company. 72% of clients rated services as very good, 13% of them as good and remaining 16 % were not very satisfied with the services. Overall cooperation with the company and order processing was rated as very good by 61% of respondents. 22% rated them as good and 17% had a negative opinion. Approach and willingness of the staff is high as confirmed by 74 % of respondents that were very satisfied with the cooperation. Clients see the overall quality of performance of Hi - Reklama as very good, as confirmed by 70% of respondents. The next question investigated was whether clients would recommend Hi - Reklama Services to friends. The options „yes“ was chosen by 67% of respondents. For the option „rather not“ voted 11% of respondents.

Based on the questionnaire survey, we discovered the weaknesses of the company. The company is handling large quantity of orders, therefore sometimes there is an issue with late delivery of services to the client. 15% of respondents were not satisfied with delivery of products, meeting deadlines as good rated 33% of

respondents. Company should therefore pay attention especially to this area.

Overall, after evaluating all the responses received from the respondents, we can conclude that clients are very satisfied with the overall quality of performance of an advertising agency Hi-Reklama.

## 6 PLAN

Implementation of the proposal would be to eliminate the weaknesses, creating better working conditions and, finally, to strengthen the company's position in the market. Responses of the clients, which were obtained using a questionnaire survey were very positive for the company. Acceptable answers helped us to analyze the area in which there is a need for improvements.

Areas where the company could improve their position:

### *Ease pressure on staff*

Employees are in great stress physically and mentally. One possibility how to eliminate this problem is hiring new employees in different departments of the company. Workload then could be distributed over more employees; work would be more effective and quality would improve.

### *Building conditions for personal development of employees*

One third of employees expressed dissatisfaction with their career development. The company should take steps that would motivate workers more. Adequate solution would be regular trainings. Gained skills help in dealing with different types of people, communication, creativity, conflict resolution, and stress management. Obtaining certificates and awards would motivate employees, improve education and help to the overall development of their personality. Maturity of workers contributes to increased competitiveness of company.

### *Build a new manufacturing park*

In the questionnaire survey, we had less satisfaction in meeting deadlines of product orders. Therefore we decided to propose mentioned solution. Advertising agency is located in the center of Košice, but its production hall is quite far from company headquarters. The current production hall in which the company produces its products is relatively old. The ideal solution would be to build a new production hall located closer to the advertising agency. This would enhance, improve, and in particular accelerate a variety of processes.

### *Presentation at fairs and exhibitions*

One of the possibilities of attracting new customers is participation in exhibitions and fairs. The company Hi-Reklama was not involved in these exhibitions and fairs actively up to now. The participation on mentioned events would allow the company to present their wide range of products and services and get into the

public awareness. Through participation in fairs and exhibitions company can not only get new potential customers and thus further increase sales, but also get an overview of activities of its competitors.

### *Benefits for customers*

Hi-Reklama offers sales only to regular customers and larger companies but not to new customers. Discounts for new customers is always discussed topic. A suitable alternative would be to offer at regular intervals discounts on selected services to all customers.

### *New services*

Although the company offers full service advertising, there is always room for improvement and new ideas. Very important in this area is reviewing the market, which creates space for innovation and creativity. It is also an opportunity to attract new customers and perhaps other clients of advertising agencies. Creating a massive campaign is the way to dominate the market and to take the lead in the advertising market.

## 7 CONCLUSION

Under advertising agency we understand specific form of communication in order to sell. It involves the creation and distribution of paid information about products or services in order to sell. Services in the field of advertising can occur in several forms such as stationery, billboards, large, light and mobile advertisements. Providers of a wide range of advertising services are currently advertising agencies.

Hi - Reklama is an advertising agency that specializes in quality planning, preparation, placing ads to the media on behalf of their clients. It tries to be in constant contact with their clients, identify their interests and find the most appropriate solutions to meet their needs.

Analysis and results of the questionnaire survey confirmed that the services offered by the advertising agency are on high quality level. The aim of the company is to keep satisfying its clients and try to improve and enhance in each of its area of activity.

## BIBLIOGRAPHY

- [1] Hi-Reklama – reklamná agentúra [cit. 2014-04-15]. Dostupné na internete: < <http://www.hi-reklama.sk/>
- [2] SOCHA, L., 2010. Manažerske systémy integrovaného riadenia. Ružomberok: Verbum. ISBN 978-80-8084-608-4.
- [3] POLYGRAFIA Slovenska 2005: Reklamné agentúry, grafické štúdia, repro štúdia... ISMC SK, 2004. 194 s. ISBN 8088916259
- [4] SOCHA, L., S. SZABO, a P. BUČKA, 2009. Plánovanie v oblasti kvality. In: *Vojenské reflexie*.

Roč. 4, č. 2, s. 41 – 49. ISSN 1336-9202. Dostupné  
z: [www.aos.sk/casopisy/reflexie/vojenske\\_reflexie\\_8.pdf](http://www.aos.sk/casopisy/reflexie/vojenske_reflexie_8.pdf)

#### AUTHORS ADDRESSES

Žec Daniel, Bc.  
Faculty of aeronautics  
Rampova 7  
Košice  
[daniel.zec999@gmail.com](mailto:daniel.zec999@gmail.com)

Socha Ľuboš, Ing.  
Faculty of aeronautics  
Rampova 7  
Košice  
[sochaluboss@gmail.com](mailto:sochaluboss@gmail.com)

Socha Vladimír, Ing.  
Faculty of aeronautics  
Rampová 7  
Košice  
e-mail: [vladimir.socha@tuke.sk](mailto:vladimir.socha@tuke.sk)