

# Why don't ad agencies advertise? (Part III)

 By [Peter Mann](#)

29 Sep 2012

One of the greatest ironies of the advertising industry is that they don't believe in their own product.

I know this to be true because ad agencies don't advertise. Of course they want you to - but they most certainly don't do so themselves.

When last did you see the ATL TVC for your favourite ad agency? Never? Because I can hear the howls already, the "of course we don't advertise on TV because we target our advertising at potential clients".

I went to look at the industry publications presumably read by clients shopping for an agency.

Here is just a single example: the June 2012 issue of *AdVantage* has 20 full-page ads in a 72-page book, including an inside front cover double-page spread; an inside back cover (IBC) ad and an outside back cover (OBC) ad.

## Delicious irony

How many of them were from ad agencies? Only one! And (oh delicious irony) it was a "blackmail" ad placed by TBWA Cape Town to support an advertising feature on the city. I thought it was a crap ad - but that's just my opinion.

All the other ads in that edition of *AdVantage* were ads from media owners - advertising to the ad industry.

Yet, the very same edition of *AdVantage* was crammed to the gunnels - overflowing, with editorial - PR for the ad industry about every issue you could possibly think of.

Why would you waste your money on something that even those who make their living from don't believe in?

## For more:

- [Do PR practitioners have more power than ad agencies? \(Part I\)](#)
- [Why PR practitioners may have more power than ad agencies \(Part II\)](#)

## ABOUT PETER MANN

Peter Mann is a founder of Meropa Communications ([www.meropa.co.za](http://www.meropa.co.za)) and has been CEO since 1989. He worked for most of South Africa's major newspapers as journalist for 15

years before that. He is a member of the South African Press Council appeals panel; and a trustee of literacy NGO READ. Tel +27 (0)11 506 7300, email [petermann@meropa.co.za](mailto:petermann@meropa.co.za), follow @petermann, and connect on LinkedIn.

- Networks' coverage of Paris terror attacks was a hopeless failure - 13 Jan 2015
- Here's something to make your blood run cold - 16 May 2014
- Ne(k)romancers feed on corporate gluttony - 10 Feb 2014
- As the economy bites - keep your PR at all costs - 4 Feb 2014
- Keep your laptop closed and your presentation private - 23 Jan 2014

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>