

The process of developing an advertising poster within a communication agency: practical case of open communication and advertising

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Abstract:

Our research aims to track the creation of advertising posters in the open communication and advertising agency of the wilaya of Batna, in order to determine the importance of good relationships between the employees of the advertising agency and its clients.

According to the data collected from our sample, we can see that the open communication and advertising agency considers the adoption of an advertising strategy as an essential step when developing an advertising poster, or she adopts the strategy of the creative work plan.

Keywords: advertising; advertising poster; advertising agency; planning and creation; communication tool.

1. INTRODUCTION

Advertising then plays a commercial, economic and social role at the same time, it is also a means of communicating with the public and this for its performance to convey the brand image and create the notoriety of a company, it is thanks to the existence of advertising that we manage to convince customers to buy a product that has recently been launched on the market, retain customers who are already consumers of the product, and try to retain them, attract customers from competitors and finally win back old customers (AUVRAY-PAGNOZZI, 2012, p. 33)

In addition, advertising in Algeria evolved from the 1990s following the collapse of socialism and the adoption of the market economy; it was born in Algeria as in all European countries in the form of graffiti and other writings that were written on the storefronts or above the doors or portal of the premises that serve as a shop. But today advertising is a phenomenon that is gradually increasing and occupies more and more a vast place in the areas of life of Algerians. The strong rivalry and competition between products and brands as well as the opening of the market lead Algerian companies to resort to communication to differentiate themselves from their competitors and show their particularities as well as implement a communication aimed at the target audience (customer, suppliers, opinion leaders ...) (AMROUN & BENAMAR, 2013, p. 118).

Mass communication is a widely used device; it imposes itself in the urban landscape without being avoided.

A good advertising poster with a good design allows a brand to be known by a wide audience, as well as to retain the product with consumers which allows the company to achieve great success, unlike a bad advertising poster which will not be able to achieve the advertiser's marketing objective because of a bad design even if the product is of good quality.

Advertising agencies have two types of services at the same time, technical services that contain the study, creation, manufacture, purchase of space in the media ... etc. and as a second type of services the commercial services that are in contact with advertisers for the purpose of defining objectives, budgets and communication strategy. Each advertising agency has its own level of creativity or advertising creation and this can be noticed by the quality of the work that each agency does and it is the creative spirit that makes the difference between one agency and another (AUVRAY-PAGNOZZI, 2012, p. 35)

Our problem revolves around a main question which is the following:

What is the process followed when developing an advertising poster within the open communication and advertising agency?

Starting from there we will try to answer the following hypotheses:

- In the development of an advertising poster, the adoption of an advertising strategy is one of the important steps taken into consideration by the open communication and advertising agency;
- When creating an advertising poster, the open communication and advertising agency uses artistic creative elements well studied by creative specialists;

- As part of the development of an advertising poster requested by the advertiser, the open communication and advertising agency does a good design.

To achieve the objectives of his scientific research, a researcher must adopt a precise Method which is defined as being "the set of intellectual operations by which a discipline seeks to reach the truths it pursues, demonstrate them, and verify them. This conception of the method in the general sense of logical procedure, inherent in any scientific approach, makes it possible to consider it as a set of rules independent of any research and particular content, aimed above all at processes and forms of reasoning and perception, making the reality to be grasped accessible" (GRAWITZ, 2000, p. 351).

In our study relating to the process of developing an advertising poster within the open communication and advertising agency, we opted for the qualitative method which is a "set of procedures to qualify phenomena. It aims first of all to understand the phenomenon of the study. ». (ANGERS, 1997, p. 60). Because it makes it possible to study phenomena in depth and allows them to be described with precision and objectivity. This method also allows us to analyze descriptive content. This method was also used for a very small number of interviewees.

The qualitative method allows the real exchange between the interviewer and the interviewee it allowed us to obtain more open and more precise answers and retain very rich elements of reflection.

For Mr. GRAWITZ: "technique is a means of achieving a goal located at the level of facts, practical steps" (Grawitz, 1996, p. 351).

There are several scientific techniques that researchers use to collect information, in our case because of the reduced number of our sample, we opted for the techniques below :

According to GRAWITZ: "the interview is a scientific investigation process, using a verbal communication process to collect information in relation to the set goal" (Grawitz, 1996, p. 53).

The interview is characterized by the direct contact between the interviewer and the interviewee. This technique is based on the fundamental principles of communication and interaction, also favours the extraction of rich and nuanced information during the interview, as well as the researcher adopts a neutral attitude, can directive by which he facilitates the expression to his interlocutor keeping in mind the objectives of the research.

The research questions will be aimed especially at the working hypotheses, to test them it is recommended to carry out a content analysis.

In order to carry out our study, we have produced a semi-directive interview guide, which "combines the non-directive attitude to promote the exploration of thought in a climate of trust and a directive project to obtain information on points defined in advance" (ALLBARELLO, 2003, p. 68).

For this purpose, we have carried out an interview guide who consists of thirteen (16) questions divided into four (4) axes:

- Axis 1: contains four (5) questions dedicated to personal data;
- Axis 2: it focuses on the importance of adopting an advertising strategy in the development of an advertising poster within the open communication and advertising agency, this axis contains three (3) questions;
- Axis 3: it deals with the use of artistic creative elements during the creation of an advertising poster within the open communication and advertising agency divided into three (3) questions;
- Axis 4: on the design made by the open communication and advertising agency, as part of the development of an advertising poster requested by the advertiser thus include For this purpose, we have carried out an interview guide which consists of thirteen (16) questions divided into four (4) axes.
- Axis 1: contains four (5) questions dedicated to personal data;
- Axis 2: it focuses on the importance of adopting an advertising strategy in the development of an advertising poster within the open communication and advertising agency, this axis contains three (3) questions;
- Axis 3: it deals with the use of artistic creative elements during the creation of an advertising poster within the open communication and advertising agency divided into three (3) questions.
- Axis 4: on the design made by the open communication and advertising agency, as part of the development of an advertising poster requested by the advertiser thus includes five (5) questions.

According to Ambroise ZAGRE: "In an elementary way, observation is the fact of focusing one's attention on a group or something". It says that "observation is the attentive observation of phenomena

without the will to modify them, with the help of means of investigation and studies appropriate to this observation" (AMBROISE, 2015, p. 97).

Observation is the action of careful monitoring of phenomena without the desire to modify those using appropriate means of investigation and study. It is an essential step in our scientific approach, which is why we opted for this technique from the very beginning of our research.

According to Madeleine GRAWITZ: "the study population designates a set whose elements are chosen because they all have the same property and that they are of the same nature" (Grawitz, 1996, p. 55)

Our study population consists of a staff of 30 people spread over several sectors (the creative department, technical, commercial, administrative and secretarial services) and consists of designers, creators, referencers, graphic designers, webmaster, editors, printers and versatile agents.

According to Ambroise ZAGRE: "Sampling is all the processes aimed at the selection of a fraction of the population such that it can be considered representative of the total reference population. It is therefore a procedure by which a small number of units of analysis are selected for study in order to generalize the results to the mother population, called the universe". (AMBROISE, 2015, p. 97).

In the case of our research, we opted for voluntary participation sampling consisting of twelve (12) respondents who are actors involved in the creation and design of an advertising poster within the open communication and advertising agency, more precisely the technical and commercial service.

2. The advertising landscape in Algeria

2.1 Advertising for a cause, a general interest

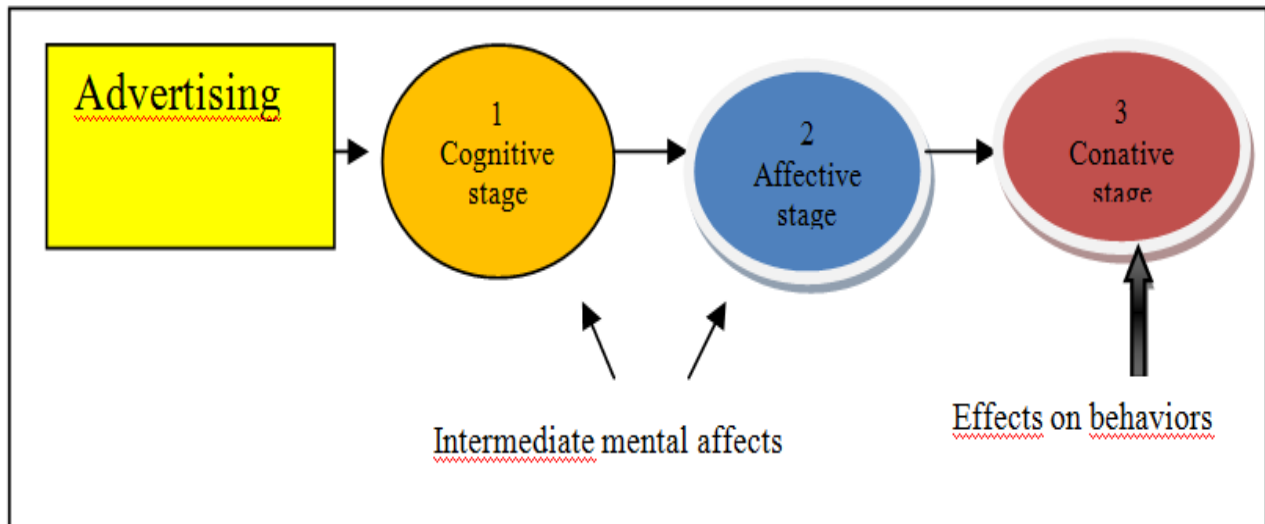
The term advertising comes from the Latin *publicus* which has the meaning of what concerns the people and the community, in 1694 the term appears for the first time in the legal field, and which meant: "the crime committed in full public" (RAHMANI, 2017, p. 16)

However, the notion of advertising as we know it today was used by the French under the term "claim" the term officially registered in 1689. By taking on a legal character with the meaning of "the act of informing and informing the public", but it did not acquire the meaning of "the act of influencing the commercial choice of the public" until a century later.

Advertising is divided into several types, like informative or persuasive advertising which treats the consumer as an economic, rational man, in other words he acts using reason and calculates it to meet his requirements; mechanistic advertising which refers to the psychology of Pavlov's conditioned reflexes and behaviorism, it provokes consciences by dint of repeating slogans; suggestive advertising which treats the consumer as a being of desire, it plays on connotation, the image it relies on motivational psychology. It is based on a psychological approach to the individual. It appeals to the senses and not to reason (BOURDIN, 2001, p. 15).

The models of the advertising action concern the stimulus-response model: the claims the most primary form of advertising it works on the repetition of slogans or ultra simple visuals which seeks to create automatisms; the indirect models or models of the hierarchy of effects are built on a sequence of intermediate effects which are supposed to trace the steps that individuals follow from their exposure to advertising to their behavior, determined, in whole or in part, by advertising (LENDREVIE, 2003, p. 525).

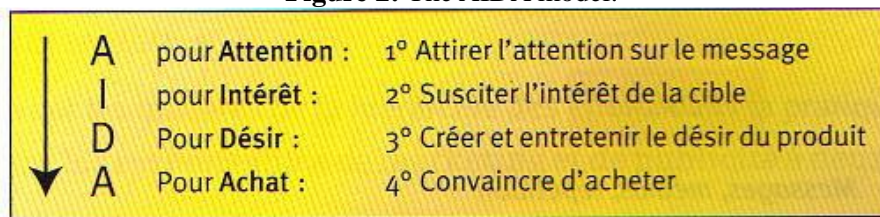
Figure 1: The principle of the models of the hierarchy of effects.



Source: (LENDREVIE, 2003, p. 525).

AIDA, the pioneer model: formulated in 1898 by E.S Elmo Lewis, it is the first in a long line of theoretical models, more sophisticated but based on the same foundations.

Figure 2: The AIDA model.



Source: (LENDREVIE, 2003, p. 525)

In the end the model of minimal involvement which suggests that the information about products services and brands that may involve comes mainly from the concrete experience of the product or service. This model suggests using for products with very low involvement the methods of sales promotion, the distribution of free samples so that the consumer can have a first experience of the product (LENDREVIE, 2003, p. 525).

2.2 Advertising in Algeria: state of play

Approaching advertising in Algeria is a difficult task for at least two reasons; the first is the lack of archives from the colonial era as well as the lack of books that relate the history of advertising in Algeria. The second is linked to the fact that this country having opted for a socialist economy, advertising was marginalized; it was with the economic reforms in the early 1990s that the phenomenon of advertising appeared.

According to (A BENACHENHOU) "since independence (July 5, 1962) until the 1980s, the Algerian economy was of the socialist type. The role of the state; of the public authorities, therefore, was decisive. The most important companies were public and had a monopoly on imports, production and marketing. The prices were fixed by the state; then the fall in oil prices which led to changes in the entire economic policy of the country. This with the help of the IMF (International Monetary Fund) and the WB (World Bank). There has been the opening of the national economy to the outside, the appearance of mixed companies (public capital foreign private capital), foreign companies and national private companies " (BENACHENHOU, 1980, p. 13).

Gradually, new laws regulate the Algerian market; new behaviors of companies appear to face the competition. The law of the market based on supply and demand is imposed on companies.

The development of advertising in Algeria is linked to the growth of mass consumer markets. The Algerian public was entitled to two types of advertising: the first thanks to or because of the parable with its share of foreign (mainly French) daily advertising; the second, state advertisements produced by (ANEP) or the national publishing and advertising agency "ANEP is an Algerian government agency created in 1967,

among its tasks; the dissemination of advertising of Algerian public and administrative services in the various media. ANEP is also a publishing house (AMROUN & BENAMAR, 2013, p. 122).

3. The advertising poster as a communication tool

3.1 Communication consulting agencies

The agency is a service provider that assists and advises the advertiser in the development and realization of his communication campaign. The "full-service" agency fulfills different functions towards the advertiser:

- The determination of the communication strategy;
- The design of the advertising campaign, from the content of the communication to the media recommendations;
- The creation and production of advertising messages;
- Negotiation with suppliers (purchase of media space, printing, directors, etc.).

There are also specialized agencies that limit their field of competence to the sole creation or to a specialty of communication strategy: promotion, public relations, Internet communication, etc (CAUMONT, 2001, p. 28).

Advertising creation is at the very heart of advertising: an essential and inseparable factor in the communication process, it will ensure the performance and effectiveness of the campaign. A creation that can generate a high memorization rate in the target will make the campaign all the more relevant as it will also minimize the costs of space purchases. Upstream of the creation, it is up to the marketing and the general management to define the advertising strategy and the creative platform which will favor the realization of a creation in accordance with the objectives of the advertiser; it is only after this reflection that the elaboration of the advertising message will be entrusted to the creative's. In parallel with the creation, the media planning constitutes a decisive element, since there is an inevitable interdependence between these two professions. Indeed, the chosen medium influences the creation and vice versa, the chosen creation may require a particular medium, so the dialogue must be constant.

In his brief, the advertiser must determine a communication target to be reached, which will then have been translated into operational terms by the head of advertising, for creative people: it contains all the elements perceived as being the most important and the most significant to feed their reflection. However, this step requires a theoretical in order to guide the decisions to be taken for the advertising strategy of the company, its brands, its products and services (SERVANNE & GAYRARD-CARRERA, 2015, p. 12).

3.2 The advertising poster

The advertising poster is a communication medium very appreciated by professionals. Used both indoors and outdoors, it can adapt to different environments. Among the multitude of choices that the display offers, it is to stand out from the competitors by using the fluorescent poster. By its bright color, this medium makes it possible to gain more visibility which makes it possible to make a communication campaign known to the general public. The poster is therefore an effective communication tool to promote a product, an event or a company.

This media is one of those whose advertising specificity is technically the most affirmed. It is a powerful media offering national coverage, which imposes itself on the passer-by and forces his attention. The poster is on display for one or two weeks. It is often used in addition to another action, such as television, to strengthen or even create notoriety (CAUMONT, 2001, p. 82).

The advertising poster attracts the eye and marks the minds of consumers, increases brand awareness among a more targeted audience by selecting the geographical areas in which the advertiser wishes to place his advertisement. How to design advertising with an impactful visual accompanied by a very short text (SERVANNE & GAYRARD-CARRERA, 2015, p. 102).

The first function of the advertising poster is to inform, then to motivate and convince. It consists in making a product known and promoting its purchase. It represents an important part of the investments allocated to communication in modern distribution. Originally pasted on walls, in public places, the poster is now found in various places and in several forms.

However, the poster can be effective and powerful, it must present a harmony and an interaction between its elements (text, image, and slogan), it must also use a targeted and adapted language, and that is to say it must be simple and clear. It must be perceived and understood quickly by the public, involving the reader, arousing his interest, captivating his attention by using attractive images and also giving him the feeling of being concerned by the message.

The advertising poster being a temporary work, its exposure time more or less long, changes

depending on the type of display for example, there are billboards that have a very long lifespan sometimes up to a year, to this are added the short-term posters (10 to 15 days) (SERVANNE & GAYRARD-CARRERA, 2015, p. 102).

Table 1. Characteristics of the study population

The interviewees	sex	Age	Busy service	Socio-professional category	Work experience in the position held
interviewees 1	Male	31	Creative department	Creative agent	5 years
interviewees 2	Female	28	Commercial	Commercial agent	4 years
interviewees 3	Male	35	Creative department	Creative agent	6 years
interviewees 4	Male	35	Sales department	Marketing agent	6 years
interviewees 5	Female	31	Creative department	Creative agent	3 years
interviewees 6	Male	29	Creative department	Manufacturing agent	4 years
interviewees 7	Male	31	Sales department	Marketing agent	3 years
interviewees 8	Male	38	Creative department	Responsible	9 years
interviewees 9	Male	34	Sales department	Commercial agent	4 years
interviewees 10	Female	35	Creative department	Creative agent	7 years
interviewees 11	Male	27	Sales department	Marketing agent	2 years
interviewees 12	Male	32	Creative department	Creative agent	5 years

Source: The interviewees

The table above shows the age range of our study sample which varies between (25 and 40 years old), so we can see that our study sample is mainly composed of young people and we notice that their seniority and professional experience is less than 10 years .We also found in our sample that the number of men is greater than the number of women, where we have nine (09) men and three (03) women.

Axe 2: The advertising strategy adopted by the open communication and advertising agency in the process of developing an advertising poster

The first question was to know what is the most accredited advertising strategy in the creation of an advertising poster within the open communication and advertising agency.

And according to the data collected during our study sample, it seems that the agency in question adopts the strategy of the "creative work plan" in the creation of the majority of its advertising posters. Or all of our respondents (12 out of 12 respondents) mentioned the same type of advertising strategy which is the creative work plan.

Our second question was to find out on what basis the open communication and advertising agency adopts a suitable advertising strategy when creating an advertising poster.

After presenting all the personal data of our study population, we will proceed to the interpretation and analysis of the content of the interviews and the data collected during our survey distributed over the axes of the interview guide:

According to the answers of the majority of respondents in our study sample (9 respondents out of 12), we understood that the open communication and advertising agency chose its advertising strategy according to the following bases:

- The problem posed by the advertiser;
- The advertiser's marketing objective;
- The targeted audience;
- The competitors;
- In relation to the nature of the poster that we want to make (if for the launch of a new product or to build customer loyalty or for a promotion).

The last question of this axis aims to know if the advertising strategy adopted by the agency of the study is chosen after having made a client brief. And according to the answers we had in the interview, all of our interviewees (12 out of 12 interviewees) gave the same answers. We have noticed that the advertising strategy adopted by this agency is chosen after having made a client brief (advertiser), this in order to identify the problem of the brand and the advertiser can formulate his expectations and set the agency his precise objectives.

Overall, we can say that one of the most important steps taken into consideration by the open communication and advertising agency when developing an advertising poster is the adoption of an advertising strategy.

Axis 3: The use of creative and artistic elements well studied by the creative specialists of the open communication and advertising agency, during the development of an advertising poster.

The first question we asked in this area was to know if the creative and artistic elements of their advertising posters come from the proposals of advertisers or creative groups within this agency.

The majority of respondents (9 out of 12 surveyed) replied that the creative and artistic elements of their advertising posters are based on the proposals of the creative group within their advertising agency, but they always take into consideration the proposals of the advertiser. Respondent N ° 1: declares "the performance of the creative content of the advertising poster comes from a creative group within our agency, otherwise we are always listening to our clients", then respondent N ° 3: specifies "the success of our advertising posters depends on the proposals of our creative group, but the agency always takes into consideration the proposals of its clients (advertiser)".

We asked a second question to find out if the creative and artistic elements of their advertising posters meet the advertiser's marketing objective. All of our respondents (12 respondents out of 12) answered with "yes" to this question. Moreover, the investigator N ° 1: confirmed to us

"Yes of course the advertiser seeks to publicize his product, his brand and to make the customer like them (retain the target audience) while developing a positive attitude on the part of the consumer, we as an advertising agency our job is to satisfy the needs of the advertiser which is the achievement of the advertiser's marketing objective".

The last question of this axis concerns the choice of creative elements used in their advertising posters. Almost all of our respondents (11 out of 12 respondents) said that the creative group chooses the creative and artistic elements in relation to the product for which they make the advertising poster, the brand logo, the packaging and its colors ... etc.

Overall, we can say that the open communication and advertising agency uses creative and artistic elements well studied by creative specialists when developing an advertising poster.

Axis 04: Evaluation of the design of advertising posters within the open communication and advertising agency

The first question we asked in this axis was to know if this agency does pre-creative testing before posting with the help of an expert in creative evaluation. All respondents (12 respondents out of 12) answered «yes" to this question.

All of the respondents said that the agency does pre-creative testing before posting, but it is the creative managers who do these tests and not with the help of an expert in creative evaluation. On this question, the respondent N ° 10 replied: "It is the creative group that takes care of the test meadows before the display and not with the help of an expert. The interviewee N ° 7 confirms: "Yes, we carry out pre-creative tests before each display this stage is negligible but it is our creative group that takes care of it".

The second question was to know if they have already made an advertising poster for such a brand and the advertiser has become a loyal customer after the success of this advertising poster. Almost all (10 respondents out of 12) answered with "yes" to this question. As we can see through its marketing manager,

the open communication and advertising agency has managed to retain several advertisers thanks to the success of the first advertising posters made within this agency, as well as several small advertisers.

The third question concerns the evaluation measures of advertising posters made by the open communication and advertising agency. And according to the answers of our respondents (12 respondents out of 12) we can deduce that the agency in question evaluates its advertising posters on the following measures:

- The determination of the target audience (whether the target audience is clearly identifiable and appropriately selected or not);
- The demarcation compared to the competition (if the poster is convincing and original compared to the competitors' posters);
- The slogan (if it is clear, aesthetic, concise, memorable, unique, and conveys a positive image of the idea, the product, the person, the brand ... etc.);
- The colors (whether the choice of colors is relevant or not in relation to the content, the target audience and the function);
- Typography (whether the choice of typography is relevant or not in relation to the content, the target audience and readability);
- Reading direction (if the poster is perfectly readable and attracts the eye and is it that all the essential information is present and the reading direction is relevant or not);
- Aesthetics (whether the image contained in the advertising poster is of quality or not).

Through the fourth question, we wanted to know if the open communication agency measures the impact of advertising posters on the target audience. On this question; all our respondents (12 out of 12 respondents) affirmed that "No" this agency does not measure the impact of their advertising posters on the target audience. It does not take any steps to measure the impact or success of its advertising posters. The respondent N° 1 confirms "the only way to know the impact of our advertising posters on the target audience is the opinion of the advertiser and the improvement of his situation after the display". From these answers we understood that only the achievement of the advertiser's marketing objective and the satisfaction of the latter and above all the improvement of his financial situation after the display which proves the success of this advertising poster.

The last question of this axis was asked to know if the open communication and advertising agency carries out tests after the display. The majority of our respondents (8 out of 12 respondents) answered with "no" to this question. For the investigated N° 5 :

"The only work that our agency does on the ground (outside the agency) is to place the advertising posters in the precise places, after that we don't do tests after the display".

According to the answers of our respondents, the agency in question carries out tests to evaluate the advertising posters only before the display using the creative group only and it does not carry out any tests after the display either inside or outside the agency.

According to the research we carried out within the open communication and advertising agency on "the process of developing an advertising poster within an advertising agency case of the open communication and advertising agency", and after analyzing the data we collected from our study sample of the advertising agency in question, we can proceed to confirm or affirm our hypotheses mentioned at the beginning of our research.

Hypothesis 01: Regarding the first hypothesis "in the development of an advertising poster, the adoption of an advertising strategy is one of the important steps taken into consideration by the open communication and advertising agency. This hypothesis is confirmed compared to the answers of our respondents on the three questions of the second axis, we can therefore say that indeed the adoption of an advertising strategy is a primary step when creating an advertising poster. In the case of the open communication and advertising agency, we can affirm that it adopts an advertising strategy when creating its advertising posters;

Hypothesis 02: Regarding the second hypothesis "when creating an advertising poster, the open communication and advertising agency uses creative, artistic elements well studied by creative specialists".

According to the field study that we carried out during our practical internship and after interpreting the results of our study, we can say that our hypothesis is confirmed based on the answers of our respondents to the three questions of axis 3, because the creative specialists of this agency make very detailed studies of the creative elements that they use when creating an advertising poster in relation to the brand or the product for which they will advertise, and the advertiser's problem that they want to solve;

Hypothesis 03: For the last hypothesis "as part of the development of an advertising poster requested by the advertiser, the open communication and advertising agency makes a good design".

Based on the data we collected in our interview with our respondents, we confirmed this hypothesis through the first three questions of axis 4, because the creative group of the open communication and advertising agency carries out tests to evaluate the design of their advertising posters within the agency only before the display so that they can ensure that the content of their work meets the advertiser's marketing objective.

4. CONCLUSION

The advertising agency carries out all kinds of advertising and communication support on behalf of the advertiser, whether for traditional marketing or digital marketing. She takes care of the process of conception, creation and execution of the advertising partner; she advises and accompanies her advertisers partially or entirely in their communication strategy.

In our study we dealt with a media medium which is the advertising poster, which allowed us to enrich our knowledge in the field of communication and advertising in general and more particularly in the development of an advertising poster.

We have noticed that the process that the open communication and advertising agency follows when developing an advertising poster first concerns the realization of an advertiser's reach in order to determine the target audience, the nature of the poster, the advertiser's marketing objective, then the adoption of an advertising strategy, then choose the shape, the color and the typography that corresponds to each advertising poster, at the end the Z-path.

In terms of the development of an advertising poster, we realized that this agency adopts the strategy of the creative work plan. In addition, we have deduced that the communication and advertising agency does a good design when creating and producing an advertising poster. On the other hand, the agency in question carries out studies in order to choose the creative and artistic elements before using them in an advertising poster. As for our hypotheses, they have been confirmed, based on the results obtained during our field study in which we found that indeed the open communication and advertising agency resorts to the adoption of an adequate advertising strategy and a good design as well as well-studied artistic creative elements during the development of an advertising poster.

Through our research work we will suggest to the open communication and advertising agency to measure the level of success of their advertising posters after the display by adopting several techniques such as the survey, the questionnaire or by calling on a group of consumers or experts specialized in the field of advertising evaluation.

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6. Appendices

Appendix 01: Maintenance Guide

Axis I: Personal data

1-Sex : Female/ Male

2-Age :

- 20 years – 30 years

- 30 years – 40 years

3- Services:

- Creation department

- Sales department

4- Socio-professional category:

- Responsible

- Creation agent

- Sales agent

- Marketing agent

5- Work experience in the position held:

- 1 years – 5 years

- 5 years – 10 years

- More than 10 years

Axis II: The advertising strategy adopted by the open communication agency in the process of developing an advertising poster.

6-On what basis does the open communication agency adopt a suitable advertising strategy when creating an advertising poster?

7-Is the advertising strategy adopted in the open communication agency chosen after having made a client brief?

8-What is the most accredited advertising strategy in the creation of an advertising poster within the open communication agency?

Axis III: The use of creative and artistic elements during the development of an advertising poster within the open communication agency.

9-Do the creative elements of your advertising posters come from the proposals of advertisers or creative groups within your agency?

10-Do the creative elements of your advertising posters meet the advertiser's marketing objective?

11- Do you make a creative brief during each creation of an advertising poster?

Axis IV: Evaluation of the design of advertising posters within the open communication agency.

12-Do you do creative pre-tests before posting with the help of an expert in creative evaluation? If yes how?

13- Have you ever made an advertising poster for a brand and the advertiser became a loyal customer after the success of this advertising poster? If yes, give us examples?

14- How well do you evaluate the advertising posters?

15- Do you measure the impact of your advertising posters on the targeted audience?

16- Do you carry out tests after the display? If yes how?