

**NAPCS Product List for NAICS 54181: Advertising Agencies**

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
54181	1	X				Integrated marketing and advertising services	Providing a comprehensive bundle of advertising and marketing services that may include all of the following: creative and production services for advertisements; media planning, buying, and research services; and public relations, market research, and sales promotion services.	541810
54181	2	X				Multiple advertising services	Providing a bundle of advertising services that may include some or all of creative and productive services for advertisements and media planning, buying, and research services.	541810
54181	3	X				Advertising creative services, including graphic design services	Creating the basic idea for an advertisement.  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.	541810
54181	4	X				Media buying services	Buying space or time from the media on behalf of the advertisers or advertising agencies.  Same as product 1.4 on 54183 list.	541810 541830
54181	5	X				Full public relations services	Developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, place or idea. Sectors of the public include community groups, constituents, minority groups, employees, investors, etc.  Same as product 1 on 54182 list.	541810 541820
54181	6	X				Sales promotion services	Developing plans for specific promotional activities or campaigns that stimulate consumer purchasing and improve distribution efficiency for a specific product. May include providing support services for implementing the campaign, such as coordinating the logistical and personnel requirements.	541810
54181	6.1			X		Large-scale sales promotion services	Developing and organizing large-scale promotions of products or services, generally at the national level and utilizing mass media, such as raffles and contests.	541810
54181	6.2			X		Ambulatory sales promotion services	Developing and organizing sales promotions of products or services through use of personnel stationed at points of sale, in other public places, or going door-to-door.	541810

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54181	7	X				Direct marketing strategic services	<p>Developing a strategy to send promotional messages directly to consumers, rather than via mass media.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• methods such as direct mail and telemarketing.</li> </ul>	541810 541860
54181	8	X				Marketing research services	<p>Gathering, analyzing, and interpreting information about consumers, market niches, and the effectiveness of marketing programs for goods and services.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• specifying the information required to address the issues.</li> <li>• identifying existing secondary sources or designing the method for primary collection of the information.</li> <li>• contracting out or implementing primary data collection processes.</li> <li>• analyzing the primary or secondary information and communicating the findings.</li> </ul> <p>Excludes:</p> <ul style="list-style-type: none"> <li>• statistical sampling and survey design services sold separately.</li> <li>• telephone-based data collection and polling services sold separately.</li> </ul> <p>Same as product 1.1 on 54191 list.</p>	541810 541910
54181	9	X				Other advertising services	<p>Providing other services related to advertising.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• developing ad campaigns that use interactive media; conducting media verification; preparing competitive advertising reports; and producing advertisements for print, radio or television; etc.</li> </ul>	541810
54181	9.1				X	Interactive services	<p>Creating interactive media such as CD-ROMs, kiosks, and websites for advertising clients.</p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• preparing the design and layout of web pages.</li> <li>• development, production, and distribution of CD-ROMs that contain information specified by the advertising client.</li> </ul>	541810

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54181	9.2			X		Media advertising verification services	Conducting follow-up of the various media to ensure that advertisements are placed in accordance with the terms of the media contract.  Same as product 2.3 on 54183 list.	541810
54181	9.3			X		Competitive advertising report services	Preparing reports on the advertising that the competition is placing in the media, in terms of investment, rating, and strategy.  Same as product 2.2 on 54183 list.	541810
54181	9.4			X		Advertising production services	Producing an advertisement for print, radio, or television, which may be reproduced and distributed, such as producing a radio or television advertising spot.	541810
54181	9.9			X	X	Other advertising services, nec	Other advertising services, not elsewhere classified	541810