

Achieving Total Quality Management in Advertising Design Agencies (Case study on local and international agencies on the Egyptian market)

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Abstract:

At the present time, advertising agencies face a fierce competitive environment locally and globally due to the proliferation of advertising agencies around the world and the continuous change of market requirements, as many agencies are established in Egypt without a clear and specific vision for their management, and the result is administrative, marketing and design errors, which negatively affects the position of the institution in the market and its ability productivity and competitiveness. The purpose is to investigate importance of applying the concept of total quality management in advertising agencies and to clarify the criterions the agencies should follow to manage available human and material resources to improve agency performance and produce innovative design outputs of high quality that keep pace with the requirements of the times Methodology Analytical method: The study follow the analytical methods that analysis different local and international agencies on the Egyptian market and analyse some models of their advertisements to determine the strengths and weaknesses in applying the concept of total quality management. Quantitative Method: A survey was conducted with 20 people who are specialists and scholars in the field of advertising design, The questionnaire was formulated to measure the impact of TQM in advertising design agencies to build criterions the agencies should follow. Findings The effective application of quality management in advertising agencies positively affects the performance of the organization administratively, marketing and design to deal efficiently with market variables and satisfy customer requirements . Achieving quality in advertising agencies means achieving the quality of intellectual, artistic, and material creativity to design an integrated advertisement in formal, functional and creative terms. Originality/value Studying the impact of advertising agencies applying total quality management in achieving quality in their administrative and design performance to reach local and global excellence . Studying how to efficiently manage human and material resources to design an innovative advertisement of high quality that matches the requirements of this era.

Keywords :

Total Quality Management (TQM), creativity, Management quality, Design quality

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