



## ADVERTISING JOBS IN CHICAGO

With advertising, the benefits of buying and using the particular product is highlighted and an attempt is made to convince the buyer to buy the product. In this way the company makes a profit or earns its revenues. These ads are made by advertising firms, who charge the company a certain amount for creating these advertisements and thus they too make money in this process.

Advertising jobs in Chicago also serve the same purpose of increasing the sales of an organization. Advertising jobs can be available in the company itself. Advertising work in Chicago also includes the responsibility of the employee to promote the products in such a manner that the potential buyers are convinced to see the advantage of purchasing the product and the utility if they miss to buy them.

It is the job of these employees to increase the convertibility rate. The job should fall within the interest area of the employee or else the creativity required would not spontaneously flow from the employee.

Chicago is the third most populated city in America and has a huge contribution to the world economy because of which it is called the "alpha city". With such a huge population, sales should be more and the number of products that can be launched should also be more, owing to the fact that individual differences would be more and thus a variety of preferences would be there.

Thus Chicago advertising jobs would be more and advertising career in Chicago should be one of fulfillment.

Requirements that are basic to advertising jobs are:

- Knowledge about the product
- Outstanding communication skills
- Excellent imagination
- Creativity and improvisation skills
- Efficient marketing skills
- Proper ability to convince etc.
- Qualities of efficient leadership
- Pleasant vocals
- Proper manners and mannerisms.

The North America's third-largest media market is situated in Chicago. Some of the most famous advertising agencies in Chicago are: Aspen Marketing in West Chicago, Burrell communications in Michigan Avenue, Draft FCB in Randolph Street, Leo Burnett in Wacker Drive, Razorfish in Fulton Street, Rhea and Kaiser in Naperville. Many other agencies exist and there are advertising departments within the respective companies also.

With such huge population and media exposure, advertising employment in Chicago is not rare. One could benefit from advertising work in Chicago as the pay is very good but it sure needs a lot of creative efforts and intrinsic interest on the part of the employee to be successful.

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