



# The **agency** antics and jargons



“Welcome to the ad agency where there is diversity in disparity. Where colors are hypocrites and grey is a non diplomat. The agency is sane but people working there aren't...”

- Oogle Wi (Oogle Wi is the Chinese fellow who delivers pizza and occasionally sneaks in beers too.)



# The Nervous Wreck!!

These clumsy guys are the ones who drop their coffee on the floor and massacre the new office carpet and occasionally forget their underwear in the men's room. These are the ones you don't trust when it comes to making those important account pitches. They are generally good at work but just not good in managing it.



# The Work Slacker

They've co-written the encyclopedia on 'excuses' They basically come to office with an intention to slack work and they very well manage to get away with it.

They are the ones who flood your inbox with musty humor mails. They know all the latest sites where you can stream music. They have a way with their colleagues when it comes to getting their work done. And when something goes terribly wrong, you know they'll point the finger at you. And still manage not to get fired. There is one in every office.



# The Phone-o-Holic

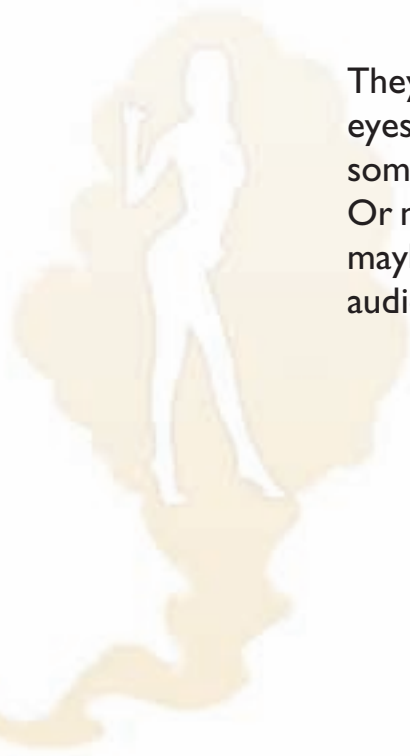
They have a cult Graham Bell worship group. Hanging up the phone is like giving up on drugs. They are the ones who are doing free PR for the agency. Negative PR that is!

A dream of every telecom service provider (10 like them in a month and telecom executive won't have to ever worry about meeting targets). A nightmare for the business though (10 like them and the agency might have to file for bankruptcy).

They aren't worried about PDA (on Phone Display of Affection) in public places. Celebrity break-ups is like breaking news that they have to call and discuss. So now you know where all your company money goes. They get jaded talking to clients though. Ironic isn't it?



# The Dreamer



They may look like stalkers but they aren't. Their piercing eyes look straight into yours, but their mind is wandering somewhere in Rio de Janeiro with those semi-clad dancers. Or maybe taking their new shiny black Bugatti for a spin. Or maybe singing a rock anthem in front of a full packed audience in Woodstock...



# The Attention Seeker!



They are the toughest competition sugar faces. Never short of showering sugar coated compliments. They are the 'dilly darlings'. They expect special kind of attention. Sarcasm is a strict no-no; only those desperate enough and are ready to face the aftermath of howling, crying and cursing could try. If they happen to buy a new cell phone then be sure it will be a public announcement in the office. They expect a national holiday on their dog's birthday.

They give their 100% at work and always want to get appreciated for it. They always feel that there is a need to prove something to people. They are synonymous with the word competition.



## The butt kisser

Have you ever wondered why your boss gives you that weird look? Why does he sometimes act indifferent with you? It all indicates that the Butt Kisser in your office has hit a career high. Maybe it was the remark you made about your boss' wife during lunch hours.

Butt Kissers are of two types. The first types do it out of habit; they are 'pathological' Butt Kissers. They are so used to butt kissing it's like an itch that they have to scratch. Second types are the ones who lack professional skills at work and the only way they can make up for it, is by showing their faithfulness to their bosses. They monitor each and every move that you make. Who needs a CCTV when they are around.





# The Politician

You just need two people to start office politics. But the difference is some are good politicians and some suck at it and some just don't get involved (the wiser lot miss out on all the fun). They are the people responsible for groupism in the office. How do you spot them?

They are the ones mumbling about something all the time. They stop and pretend to talk about something else if someone happens to barge into the conversation. Work wise they are alright but never short of a wild criticism when it comes to someone else's work. They are no real threat, just beware of the negative vibes they give out.



# The Office Assistant



Never get the credit that they deserve. They are the multi-tasking managers without a management degree. All hell can break loose in their absence. Agency is dependent on them for everything... from drinking water to water in the tank, from photocopies to print outs, from a stapler to the office keys, from internet to electricity (they are the ones paying all the bills).

They are the ones who know it all. 'Micro Managers' are humble friends of the boss. Boss' laundry to boss' phone bills, all the errands are done by them. Imagine your boss doing his own chores! Their absence is like a paralyzing needle shot to both arms and legs. No wonder the boss is so sweet to them.



# The Receptionist



Qualification no bar.

Looks high priority.

Fluent in communication.

Should have a knack of drawing people's attention.

Should preferably wear short outfits.

Female in early to mid twenties fasten your application.

We are still looking out for you...



# The Big Boss!



He's the hatchet man. He's always right! If he says that you're a superhuman and can work 72 hours straight then you ought to believe it because he will see to it that you do.

He is un-biased, everyone gets equal treatment in the agency. The butt kissers get frequently promoted though, we wonder why? His mercy is at par with Satan. If you ever want a holiday you wont get it, if you ever want to leave early you better be prepared to work double shift.



# Jack's Jargons

## **Deadlines**

They come one after the other, hour after hour and day after day, all 365 days. Employees feel something has gone seriously wrong when they aren't working with deadlines, maybe the agency is winding up or some big fish is buying it. Deadline is the sacred Bible and everyone abides by it!

## **Departure time**

The appointment letter says its 19:00 hrs but that rarely happens. If someone happens to leave at 19:00 that means the register says you've taken a half day. On your lucky day 20:00 is the time when you'll manage to get out.

## **Over time**

Is every night when coffee gives you company and the building security personnel becomes your Pandora's box and spends time with you more than what your wife does.

## **Pot of fury**

If you actually want to compare men and women you should do it by starting of with their respective loos. This is where the covert cigarette break takes place. Some don't really like the idea of flushing, and they don't seem to be good at target practice either and the concept of lifting the toilet seat is still relatively new or simply unheard of.



# Jack's Jargons

## **Smoke alarm**

If your shirt smells like cigarette everyday then you surely work in an agency. Employees maintain the strict 'no nicotine no work' policy. Smoke alarm is when one of the employee gets an urge to smoke and asks his/ her colleague for company.

## **The undress code**

Dress code plays a crucial role when it comes to work culture. Agencies with semi-formal code have a different culture altogether. Apart from the servicing people who are forced at gun-point to wear formals during meetings. Others have never felt the need to iron their clothes and never learnt to make double knots on the tie. People in the creative department have the license to be weird; copywriter's electric blue boxers will never stop to amaze one.

## **Caffeine kick**

Is another cigarette break with a different name. Caffeine and nicotine are the actual life blood of the agency. Creative and servicing guys step aside. Coffee rules hands down.

## **Profanity**

In a colorful agency colorful language is seldom absent. While joining in, the creative head makes everyone take the sacred oath, "Thy shall bring colors to art and also to thou vocabulary."





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Like the white paper? Hated it? You think we deserve a bouquet? Or should we get a stick? If you have any feedback or comments, we would love to hear from you. Write in to us at [unscramble@eggfirst.com](mailto:unscramble@eggfirst.com).

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