LONDON SAMPLE INTERNSHIP LIST – ADVERTISING

INDUSTRY DESCRIPTION

The Advertising industry in London is extremely competitive and can be a tough industry to break into. Students who are applying for an internship in Advertising should have excellent written and oral communication skills, experience with various social media platforms and demonstrable interest in the advertising industry. Students should also have a creative mind, a good eye for design and should attach a portfolio with their to evidence their skills and abilities. The Advertising industry can be a fast-paced environment and students may be required to handle multiple tasks simultaneously so it is important to be able to prioritise workloads and be able to work effectively under pressure. It is helpful to have previous administrative experience, creative flair, the ability to research across a variety of mediums and to feel comfortable when presenting to others.

EXAMPLES OF PAST PLACEMENTS

Please note that the following sites are a brief cross-section of current CAPA internship host sites and should not be considered as a guarantied location for your placement. All internship & service learning placements will be dependent upon each individual applicant's application documents, prior experiences, demonstrated skills and their aspirations and goals.

AdConnection	AdConnection is an award winning independent media planning and buying agency. Their unique approach connects insights, ideas and results to inspire desire and drive demand for their clients' brand. AdConnection's expertise enables campaigns to be delivered across a multitude of industry sectors.
Catapult	Catapult focuses on creativity that maximises effective media and delivers real-world marketing and design solutions that maximise impact and results. Formed out of the award-winning creative department of First City Advertising BBDO, Catapult offers clients an even wider breadth of services across all marketing platforms, including consumer marketing, branding, design and production.
Cloth Court Communications	Cloth Court Communications is an expanding advertising agency founded in February 1995. It offers a full advertising service to a variety of clients primarily from the financial sector. As Cloth Court are a small organisation, interns can expect to work on a variety of projects and gain experience in a number of areas.
Perfect Storm Media	Perfect Storm Media was founded in 2005 with a simple goal in mind; to convert advertising expenses into sales commission on completed sales. As one of the most forward-thinking organisations in their field, the company has won several awards over the last 5 years and has established themselves as market leaders in the advertising industry.
Pumpkin	Pumpkin are a small, experienced and proactive consultancy with unrivalled expertise in Press and PR management for advertising, media, design, mobile and technology clients. Pumpkin also work with consumer brands in the food, drinks and fashion sectors.

POTENTIAL PROJECT OPPORTUNITIES

Project opportunities will be dependent upon the current needs within the organisation and the demonstrated skills and abilities shown by each intern. It is imperative to remember that project opportunities will develop over time and throughout internship placements. Projects may include but are not limited to:

Advertising, Marketing & PR campaigns - Market Research - Creating Press Releases – Proof Reading - Database Management - Visual Branding and Design - Graphic Production - Social Media Development - Office Administration - Competitor Analysis - Client Services

TRANSFERABLE SKILLS

It is essential to maximise every opportunity within the internship placements. If tasks and duties are approached in a professional manner, interns can take away additions skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

Effective Communication (Speaking, Writing & Listening) –Networking – Identifying Creative Ideas – Researching – Presenting and Reporting – Teamwork – Promoting and Selling – Interaction and Liaison skills – Artistic Awareness - Computer Skills – Website Development