

# ADOPT AN INTERN

Toolkit 2021



# WHAT THIS TOOLKIT OFFERS

In this toolkit you'll find an overview of the creative industry, to help you find that AWESOME internship - or job!

**PAGE 3**

**OVERVIEW AGENCIES**

**PAGE 4**

**OVERVIEW LANDSCAPE**

**PAGE 5 - 6**

**JOB EXAMPLES**

**PAGE 7 - 10**

**INTERVIEW PREPARATIONS**

**PAGE 11**

**ABOUT RA\*W**

**GO INTERNS**

# THE INDUSTRY

## CREATIVE AGENCIES

GLASMOST

toon

ALFRED

born05

180 AMSTERDAM

BOOMERANG

GoSpooky

KUMPANY MERKACTIVATIE

N=5

## PUBLISHERS

OCEAN

ExterionMedia  
Engaging Audiences

Clear Channel Nederland  
Where brands meet people

Schiphol

MEDIAHUIS

JCDecaux

MEDIA

talpa tv

SAGE + ARCHER

## MEDIA AGENCIES

ABOVO MEDIA

dentsu

CANDID

BLAUWE MONSTERS

Greenhouse Group

ZIGT

UM

MEDIACOM

Initiative

big orange  
the audio agency

## DATA & TECH

Teads

SIGNKICK

azerion

PubMatic

adform

REPRISE

NEWCRAFT

nielsen

Outbrain

STROSSLE

Quantcast

## ADVERTISERS

FrieslandCampina

ING

Coca-Cola

vodafone

Ziggo

TUI

NATIONALE POSTCODE LOTERIJ

## OTHER

Deloitte.

Cordaid

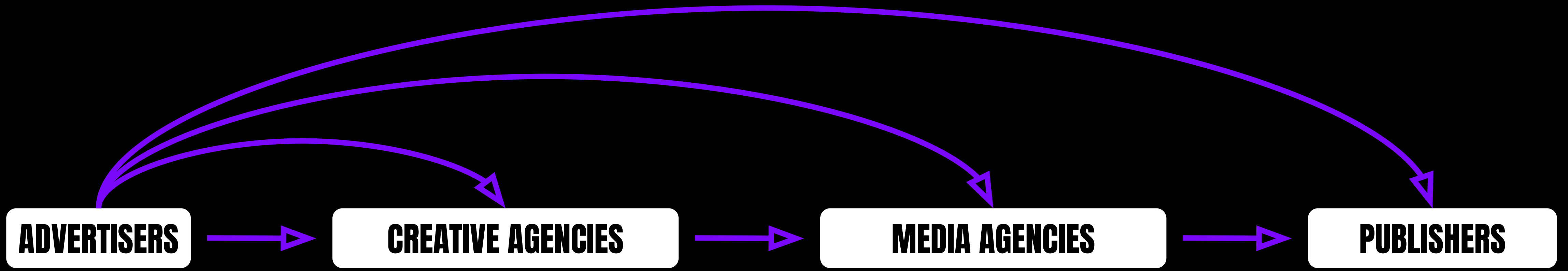
MeMo<sup>2</sup>

RESULT

Starred

SrM

# THE LANDSCAPE



It all starts at the advertiser (brand) with a question about how to position a new or renewed product or service.

For instance: Coca Cola wants to reach a new audience with Coca Cola Zero.

Coca Cola will send out a brief to their creative agency with as main question: How can we reach audience X and generate sales for Cola Zero?

The creative agency will now think of the best strategy and creative format. When approved by the client, the agency will start the production process leading to the end result: a creative campaign.

Coca Cola will send out the same briefing to their media agency with as main question: How can we target audience X for Cola Zero?

This time the agency will not consider the creative aspect, but they will conduct research on where the target audience is located on the different distribution channels.

After the distribution plan is set up, the campaign will be distributed amongst the different channels.

The publishers are one of the previously mentioned distributors.

Publishers can be; tv channels, newspapers, online magazines, influencers, social media, billboards etc.

They will make sure to keep the attention of the audience so the campaign will be targeted to the right consumer.

# JOB EXAMPLES: FIRST JOB

## ADVERTISERS

### JUNIOR BRAND MANAGER

Within this role together with the Marketing Manager you will be working on the different campaigns keeping in mind the brand's overall strategy. You will be working closely with the appointed creative and media agencies.

## CREATIVE AGENCIES

### JUNIOR PRODUCER

As Junior Producer, you will be responsible for the production of different campaigns. You make sure all planning is on point and are present on shooting days. With you on sight there will be no surprises!

## MEDIA AGENCIES

### SOCIAL MEDIA PLANNER

Campaigns can be distributed by media agencies amongst different channels, you will be responsible for the social media distribution. Keeping in mind the client's budget and target audience you will make sure the campaign is up and running.

## PUBLISHERS

### ACCOUNT EXECUTIVE

An Account Executive assists the Account Manager on all aspects. Within this role you learn everything about accountmanagement at a publisher. Trying to find ways to make advertising at your platform as interesting as possible for advertisers.

# JOB EXAMPLES: CREATIVE AGENCIES

## ACCOUNT MANAGER

You're in charge of clients and their budgets. You make sure your client is happy by delivering the best quality work & great service. You might be challenged by a difficult conversation every now and then - but who doesn't like a challenge?

## STRATEGIST

You like to dig into a client brief and come up with insights that help creatives answer the brief. You love research, knowing everything about your target audience & challenging creative ideas on their take-out and impact.

## CREATIVE

The job title says it all: your mind is bubbling with creative ideas to make impact on an audience. Whether your in the shower or on your bike - your mind never stops. You can be more into copy, art direction... or even hybrid!

## DESIGNER

You make creative ideas come to life with your designs. It can be graphic, motion, illustration or even 3D. You work closely together with the creatives and the best part... your work can be visible anywhere!

## FINDING THE RIGHT INTERNSHIP

NOW IT'S TIME FOR YOU TO FIND AN  
INTERNSHIP THAT IS IN LINE WITH  
YOUR **AMBITIONS**, BUT HOW?

# THE PERFECT RESUME

## HOW TO CV

### BY RAW



#### CONTACT

Are you the top candidate the company you applied at is looking for? GREAT! Put your contact information right here. Because you need to trust us, you don't want to miss that amazing call.

#### SKILLS

- Think of a list of skills you have
- The skills can be personal and work related.
- Examples:
  - Social
  - Creative
  - Detail orientated
  - Extremely motivated
  - Stress resistant
  - Adobe Photoshop
  - Adobe Illustrator
  - MS Word
  - MS Excel

#### INTRODUCTION

Tell something nice about yourself in this area. Something that stands out, what makes you different from others? Write about what you are good at and what different personal characteristics contribute on the work floor.

#### EXPERIENCE

##### PUT THE COMPANY NAME HERE

Put your function here

- Use bullet points
- Tell about the work experience you've had.
- What were your main responsibilities
- What were the skills you learned that are relevant for your next job.

#### EDUCATION

##### PUT YOUR UNIVERSITY HERE

put your study + years of study here

- What studies have you done or are you still doing?
- Make sure to mention the date of acquiring your diploma or the expected date
- Also name the institute and city

#### ACTIVITIES

- These are the things you've done next to your studies or besides work.
- Think of voluntary work or side jobs that you've done which are worth mentioning to sustain some of your skills

#### CERTIFICATES

- Have you done any trainings or acquired other certificates that are worth mentioning? Highlight those in this area



# COVER LETTER ESSENTIALS

**Try to find out what the company does; what are the clients and what do you like about their work?  
Look at the criteria and try to highlight what you think is most important.**

## **1. WHAT DO YOU OFFER PERSONALLY?**

Think of examples that underline your personality. Why do you fit within a company?  
What hobbies do you have and how can these be beneficial for the agency?

## **2. WHAT ARE YOUR SUPERPOWERS?**

What talent do you have? Are you naturally detail-focused, or maybe you are extremely well-organised. These 'superpowers' can make you stand out.

## **3. WHAT INTERESTS DO YOU HAVE?**

Think of subjects within your studies that really interest you.  
Where would you further like to develop in?  
What theories do you want to take into practice?

# PREPARATION FOR YOUR INTERVIEW

**Think of relevant examples that underline your experience. As part of the internship you will be working at the agency, so they want to know what you will bring to the table. Here are some examples to help kickstart your preparation:**

## 1. WORK EXPERIENCE

You probably didn't have the time to build up professional work experience, obviously that is why you are looking for an internship. However, there are always some key aspects within the student jobs you might have had that contributed to your experience. Think of things like: service focused (hospitality and supermarket), sales oriented (selling papers on the streets) or creative jobs.

## 2. STUDY PROJECTS

Most study projects are created with the professional job market in mind. So, these projects and cases can be used as an example too. What role did you take on within your group and what project are you proud of?

## ABOUT RA\*W

**We are RA\*W and we want to move talent like you forward.**

RA\*W is a non-profit organisation based in Amsterdam. We offer a platform for students and starters to develop their careers and themselves. We educate students on what the advertising industry entails and offer them a pathway into the creative industry. We help young professionals further develop their skill set as they progress in the field.

**WE BELIEVE THAT DIVERSE YOUNG  
TALENT IS THE FUTURE OF A STRONG  
DUTCH CREATIVE INDUSTRY.**

# JOIN THE COMMUNITY

Join our community of young talent and stay up-to-date on our exclusive events, interactive sessions and inspiring content:

[Instagram](#) / [LinkedIn](#) / [Facebook](#)

More information about RA\*W:

[we-are-raw.com](#)

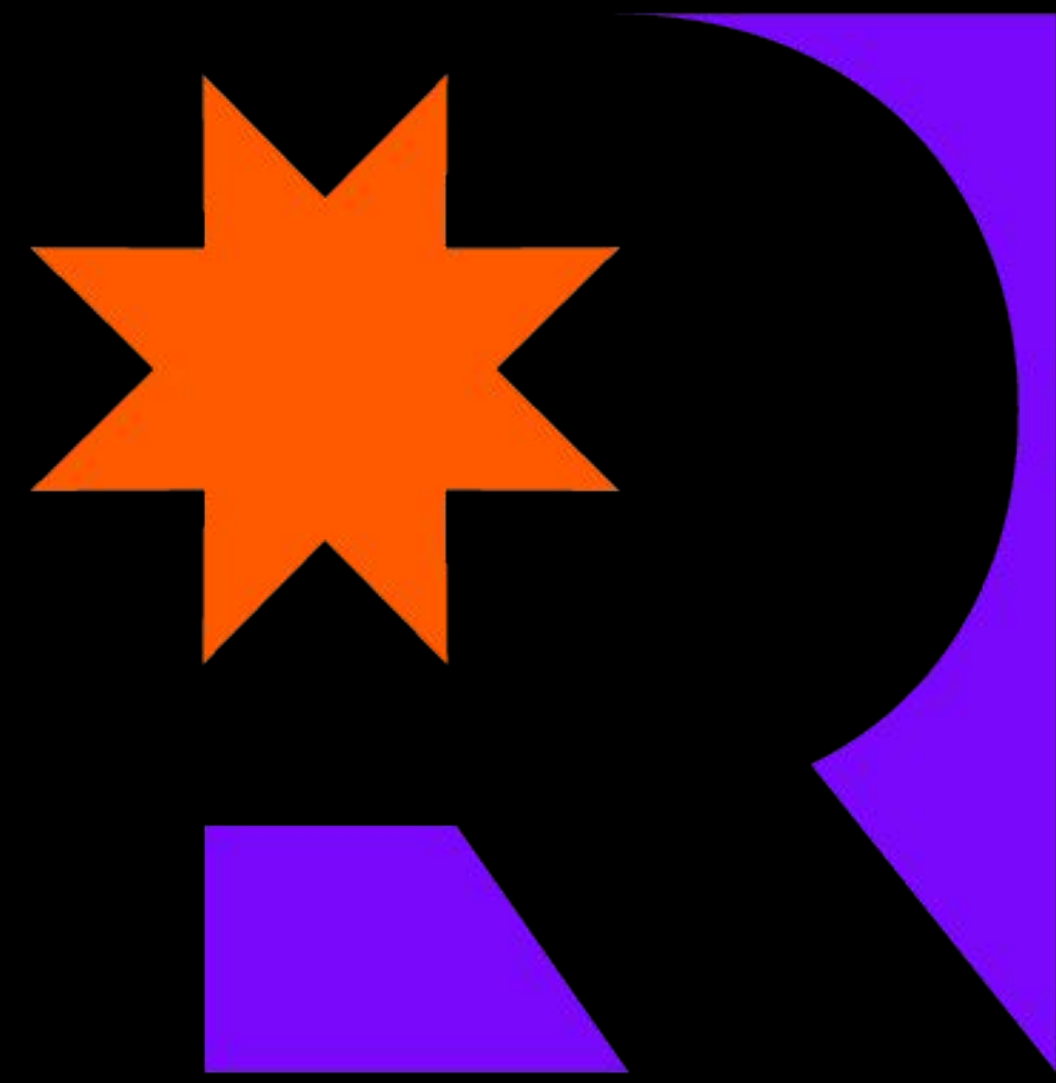
Contact RA\*W:

[hi@we-are-raw.com](#)



**GOOD LUCK!**

**START BUILDING YOUR CAREER IN  
THE DUTCH CREATIVE INDUSTRY**



**RAW**

**MOVE  
TALENT  
FORWARD**