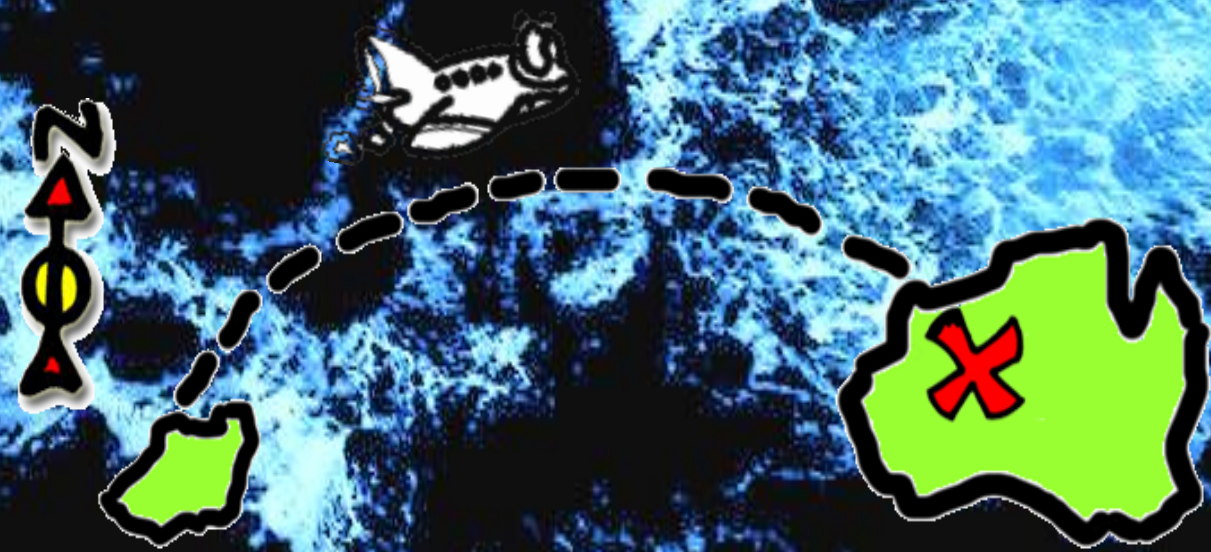


SEPTEMBER 2011



**EUNICE
NICOLE
LIM**

STUDENT ID: 15008099



AGENDA



9.00am

Career Plan

10.30am

Internship @ IMG

12nn

Internship @ Fontcraft

1.00pm

Tea Break

3.00pm

Interview with
Dawn, DDB Tribal

4.00pm

Interview with Jason,
Saatchi Lab

5.30pm

Interview with Amy,
BBDO

CAREER PLAN

Destiny is in one's hand.

I want to pursue an exciting career that will utilize my potential and allow me to apply my knowledge, experience and skills in the field of marketing and advertising communications.

And ultimately, through clever execution of advertising campaigns, I want to make a difference in people's lives by alternating the way they think or their way of living.



FIRST STEP:

**TO MASTER CLIENT
SERVICING AND BE
STRONG AT
ADVERTISING
EXECUTION**

The first objective will directly determine my job performance. To be strong in ad execution will then bring me forward in this industry.

This will be achieved through experience and hard work. I am aiming to be very familiar with processes, guidelines and ad strategies within two years..

The challenge of the job will allow me to acquire problem solving skills and to polish up my interpersonal skills.

At the same time, I will engage in continuous learning by enrolling in self improvement and related courses

CAREER PLAN

Destiny is in one's hand.



STEP TWO:

**TO BE SUCCESSFULLY
EMPLOYED BY A BIG
ADVERTISING AGENCY**

**TO BE PART OF AWARD
WINNING WORK AND
BE RECOGNIZED AS AN
INDIVIDUAL**

I guess it is everyone's dream to be part of an advertising MNC. Being in a big advertising agency will allow me to have the chance to learn further. Working with top copywriters, media planners and creative team, it naturally present a chance to produce award winning work.

STEP THREE:

**SEEK OPPORTUNITY
TO VENTURE ABROAD
AND GAIN REGIONAL
ADVERTISING
EXPERIENCE**

**TO BE INFLUENTIAL
AND IMPORTANT**

I'm always enticed by advertising cultures in other countries, where there are more intense competition, more media options and freedom to design ads. (eg. Competitive ad, ad with sexual notation.

I believe that our bilingual education gives us an edge and would like to also participate in copywriting.

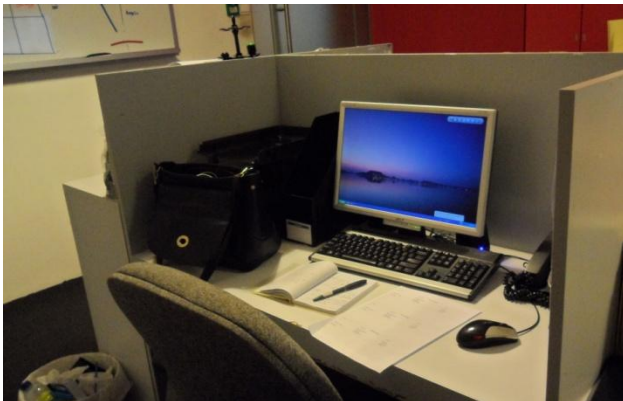
Ultimately, I hope to make a name for myself in this industry and be able to change perspective and trends.

INTERNSHIP AT IMG

**Impetus
Marketing
Group**
A Full-Service Creative
& Marketing Agency



Impetus Marketing Group (IMC) is a through-the-line creative agency. I had the privilege of assisting with a few of their major account which includes Asian Home Gourmet (AHG), Beijing 101, Pokka, Reckitt Benckiser, NEA, Turf Club, Philips and even participated and won the pitch for ESPN. The feeling of triumph and pride is indescribable.



The exposure allows me to see how campaign was conceptualized with the right mix of ATL and BTL. I was brief through the process of a TVC is made and finally rolled out, starting from understanding the client's communication objective to media buy, creation of storyboard and narration, engaging the talent through her manager, making sure that props are ready and etc.

Negotiating with suppliers was my weakness but I realized the importance of it. Only if we could get the best price for our agency, we can offer the best price to our client. Good coordination skills is important, as we liaise with many parties in our job and having this skill will help to make sure that execution went well.

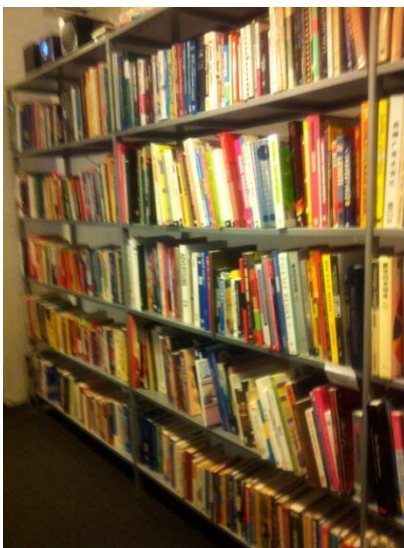
INTERNSHIP AT IMG

**Impetus
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At this agency, I had my first try at advertisement insertion. The CI came late and on the day of submission, it was found that the ad size that our client gave us was wrong. The ad has to be FA again. Yet, when the copy was sent back by the media production house, I found that the logo used was wrong. It was a frightening but priceless experience. From this episode alone, I learnt to manage my timeline better to have a buffer time if things should go wrong.

The entire internship at IMG has enhanced my multi-tasking skills in a fast paced environment. These sets of skills that I have picked up will follow me in my subsequent jobs and it has helped shape me as an independent individual.



INTERNSHIP AT FONTCRAFT



The company specialized in POSM which includes but not limit to Gondola Ends, Mega Display, Wobblers, Contest Forms, Stickers, Nesting and more. We also helped to do ad insertion for newspaper, magazine and outdoor.

Account servicing at this printing company is a big challenge, as we liaise with P&G Key Account Managers directly. The associated brands are extensive, ranging from skincare brand Olay to washing liquid Dynamo.

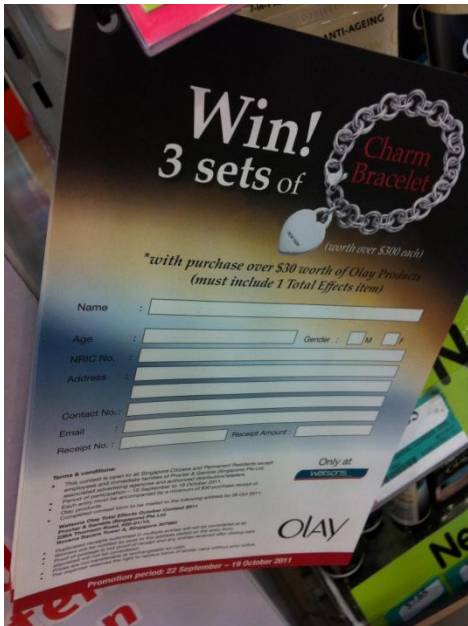


Further to that, the promotional cycle is very fast paced. The pressure of tight timeline can be felt right from the first day.

Due to the short turnaround time, the entire process of getting the brief, engaging the creative team, making revisions to the visual, getting approval, production and deployment can completed in lighting speed.

POSM is an important aspect to trigger impulse purchase. Research shown that the chance of making a sales will be increased by 20% if a POP mechanics is present.

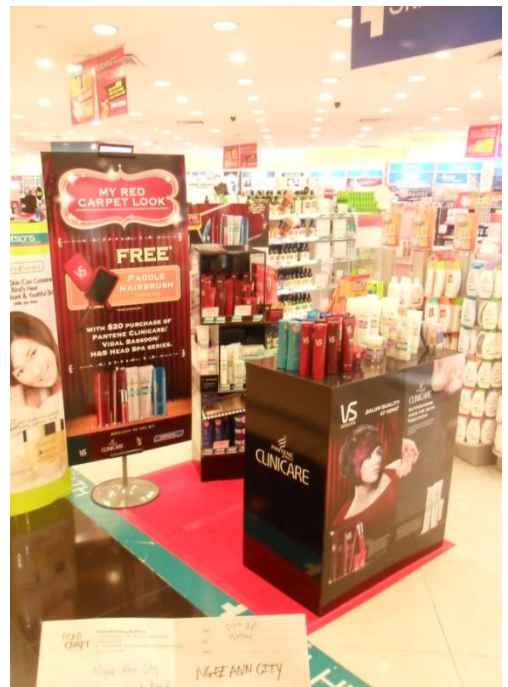
INTERNSHIP AT FONTCRAFT



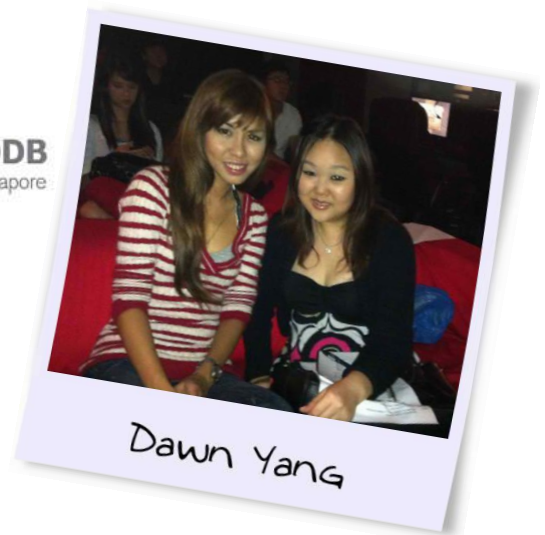
These POSMs isn't as easy as I thought, with the different material of the standees, the client's products, cost and other factors to take into consideration. The design of the POSM itself also depends on the planogram, the allocated space, key visuals and more. Like all advertisements or promotional mechanics, corporate colours and guidelines has to be observed.

Taking measurements is a tedious process as different stores has different dimension or purchased spot. The actual deployment may also encounter problems, such as restriction by ceiling height, retailer's restriction, or stocks not ready.

This internship taught me to more detailed and meticulous than ever. It also highlights the importance of working in a team and to act fast. With every delay of the account servicing person, there are lesser time for the creative team to come out with good design, lesser time for production and deployment.



INTERVIEW WITH DAWN



"The best thing about this job is that we are always ahead of others."

One would never expect the young-looking Dawn to be married. The all-rounder, who was interviewed by RazorTV on work-life balance last year, is also a professional gamer. The NUS graduate first worked at Dentsu Incorporated.



At present, she is a copywriter at DDB Tribal. Her work includes the Changi Airport Millionaire campaign and the "I am, We are" Campaign for DBS.

Dawn emphasizes that being in this field means that you have to be ahead of others. "One client asked me about guerrilla marketing, which is, my gosh.. already practiced in the market few years back."

The humble copywriter says that the key of success is the coordination between the creative team. She works closely with the designers to ensure that the copy and the design gels together perfectly. "Because you are going to spend so much time together, it is important to like the people you work with. Work environment is important to me."

INTERVIEW WITH DAWN



“The best thing about this job is that we are always ahead of others.”

When asked for her favourite campaign, it doesn't take long for her to decide that it was the “Neutrogena Sunstopper” campaign executed in 2009. The clever copy goes like this: “For 6 minutes and 39 seconds (the duration of the eclipse) the moon will protect you from the sun, but for the remaining 500,000 minutes you need Neutrogena Ultra Sheer sun block.”

For Johnson & Johnson, she also writes for clean and clear, which she shared that she goes back to reading magazine of the particular genre/age range (In this case, Teenage and Teens Magazine), in order to grasp the tone and to get an idea of the lifestyle of the target audience. In this way, she comes up with more attractive and effective copy for the client.

Word of advice to those who are keen to get into the advertising industry? Dawn says, “Good time management, and you get to enjoy what you are doing.”

INTERVIEW WITH JASON

SAATCHI | LAB



“Chemistry is the key to many things”

The charming and successful account director greeted us with a smile.

Jason was previously with Publicis, but have hence switched over to Saatchi Lab. He revealed that interest is the main reason why one would go into Advertising over Marketing.

Jason’s jobscope includes brand conceptualization, pitching and overseeing the development of an account and campaign execution. He revealed that the greatest challenge would be to think of how to bring the brand forward and achieve maximum effectiveness for the campaign.

On the topic of managing unrealistic client expectations, Jason pointed out the solution is to agree on the campaign objectives right from the beginning. The timeline and budget has to be realistic for the client’s objective as well.

When asked if the amount of effort he puts in is relative to the profit of the project, he laughed and reiterate that the same amount of effort is used. However, there is a written line in the agreement on the maximum number of times revisions can be made.

INTERVIEW WITH JASON

SAATCHI | LAB



“Chemistry is the key to many things”

As he holds the position of an account director, naturally we want to know how he shortlist and select people for account servicing roles. In reply, Jason speaks greatly about chemistry and attitude. He shared with us that the first thing he looked at is the person's attitude because a good attitude means willingness to learn and that will shorten the learning curve when he or she learns on-the-job. Next would be whether there is chemistry. Likewise, this was his answer when I further questioned on how he assign different accounts to different AEs. He added that campaign execution is important at junior level.

He has a lot of pride for what he does and he encourages all of us to go for our dream job.



INTERVIEW WITH AMY

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**“Be damn good at lying,
keep lying.”**

The above quote may leave many to wonder what Amy means, but the skill of filtering what to be said is an essential quality in this role of account servicing. Amy gave us one example. If the client doesn't like the artwork, hiding the critics from the creative team can avoid bad feelings. Also, if something cannot be done on time or wasn't done right, having a good lie can prevent hurting the relationship between the client and the account servicing person.

The beautiful lady guided us from Clarke Quay MRT to the office. The modern looking office is so inspirational. The colours are inviting and the view from the office is breathtaking. Countless trophies filled the shelf space near the reception area.



Amy's background in engineering didn't stop her to go for a job that is more “fun” back then. The interview session proves to be very fruitful and rewarding as Amy let us in to the secrets of success in this line.

INTERVIEW WITH AMY

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**“Be damn good at lying,
keep lying.”**

As shared by Amy on what makes a successful AE:

1. Good project management skills
2. Sensitive with timeline
3. Provide good advice for client to maximize effectiveness of their ad
4. Process what client says and focus on objective of campaign
5. Foster good relationship with our client
6. Be a Multitasker
7. Have strong and extensive knowledge in advertising
8. Problem-solving skill
9. Be strategic
10. To write good brief that inspires



LESSON LEARNT AND ACTION PLAN

#1: PURSUE OUR PASSION

This is the very reason why I pursue my degree at Curtin and majored in advertising. Education plays a part, but not all, in the process of bagging a job in the advertising agency.

Through the unit and my lecturer, I have learnt to keep believing and persist on what we want. I failed an interview at TBWA, but I took an interview experience and a very inspiration quote with me, which I would like to share –

“It's more fun being the pirates than the navy. More fun breaking the rules than living by them”

There is nothing to lose. And bearing that in mind, I focused and send out my resumes and looked out for ways I could improve myself like reading relevant books, attending copywriting workshop or design courses.



LESSON LEARNT AND ACTION PLAN

#2: STAY UPDATED AND KNOWLEDGEABLE

Through the means of online marketing/advertising news and magazine.

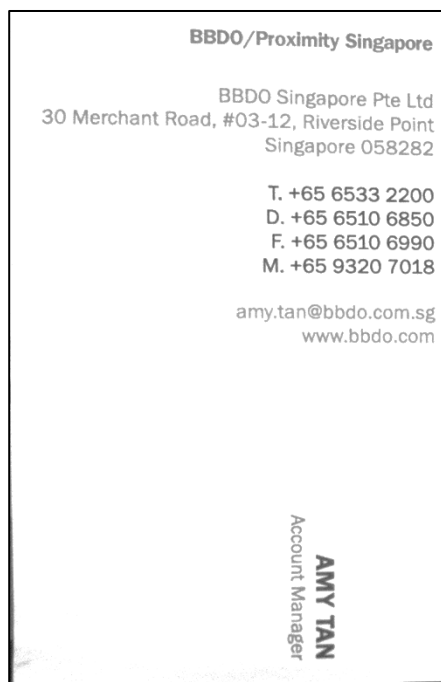
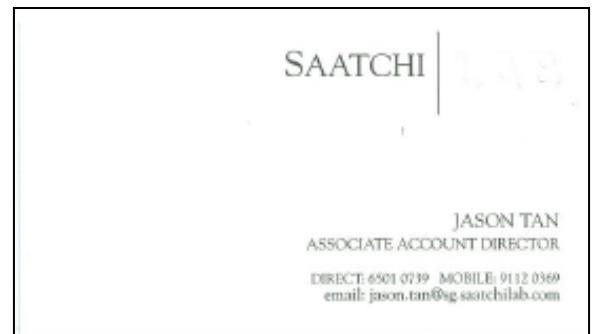
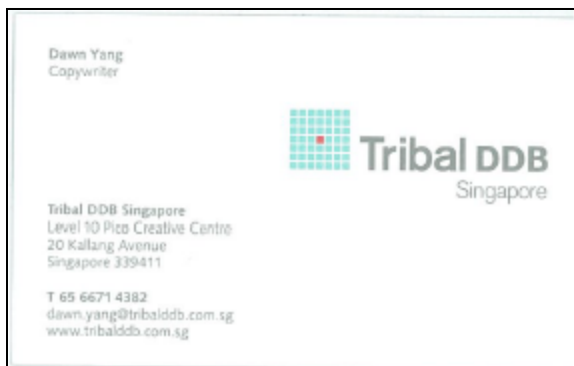


By knowing the work of the agencies, it helps to motivate me, as well as determining whether the style of the agency gels with mine. News of rewards and key personnel are also featured.

Also, by tracking the movement of the agency and industry, it helps me to stay relevant and I could gain first hand knowledge about new advertising methods and theories.

REFERENCE

People Interviewed



REFERENCE

Internship/ Clients Serviced



Vanessa Leong
Assistant Manager - Marketing
梁麗儀

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