





CAPA 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 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 guaranteed 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.

<p style="text-align: center;">Cloth Court Communications</p> 	<p>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.</p>
<p style="text-align: center;">The Tree</p> 	<p>The Tree is a fresh agency built on the experience of its team. They are a heady mix of young marketers and experienced business people, with more than 30 years in marketing, advertising and content services. Their many services are bound by unique creativity and modern campaign strategies that yield the greatest results. Content is at the core of what they do – owned, acquired, earned and commercialised. Smart content marketing drives engagement and profit with B2B and B2C audiences.</p>
<p style="text-align: center;">Perfect Storm Media</p> 	<p>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.</p>

<p>VCCP: Media – Catapult</p> 	<p>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.</p>
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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
Client Services	Office Administration
Competitor Analysis	Proof Reading
Creating Press Releases	Social Media Development
Database Management	Visual Branding & Design
Graphic Production	

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 additional skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

Computer Skills	Presenting & Reporting
Effective Communication	Promoting & Selling
Identifying Creative Ideas	Researching
Interaction & Liaison Skills	Teamwork
Networking	Website Development

PERSONAL PROFESSIONAL DEVELOPMENT

Through their internship and extra-curricular activities, we work to help students develop the following skills:

1. **Networking:** The ability to intentionally and purposefully connect and interact with others in order to develop professional and social relationships.
2. **Communications:** The ability to receive, interpret and articulate information and ideas effectively.
3. **Remote Collaboration:** The ability to utilise IT resources to connect virtually with others and achieve collective goals and objectives.

4. **Global Perspective:** To develop skills required to live and work in an interdependent world through forming an understanding of connections between one's own life and those of people across the globe.
5. **Cultural Awareness:** To develop an understanding of oneself, others and to embrace and appreciate diverse and complex perspectives, values and beliefs.
6. **Organisation, Time Managements and Prioritisation Skills:** The ability to achieve identified outcomes by using your time, energy and resources in an effective and productive manner.
7. **Problem Solving:** The ability to find solutions to difficult or complex issues and to manage moments of uncertainty or ambiguity.
8. **Adaptable:** The ability to adjust oneself readily to different conditions and environments.
9. **Goal Setting:** The ability to identify, form and implement actions that will guide you towards predetermined aims and objectives.
10. **Career Based or Vocational Skills:** The development of specific knowledge or abilities related to an occupation.