AOR INTERNSHIP PROGRAM 2019

The AOR Internship Program—now in its fully-fledged third season—is back for the Summer of 2019. We're seeking the best of the best to work alongside our team. You'll be working with real clients on real assignments as a real AORian.

You should fully expect to hit the ground running and create great work. Obviously, our office dogs also expect lots of love and attention along the way—but that's strictly between you and them.

HOW TO APPLY

We're looking for college students (and soon-to-be grads) who are pursuing or have earned degrees in design, advertising, and/or marketing. Follow the instructions below to submit your application.

1

Cover Letter + Resume Specify the position you are applying for and tell us a bit about you and your qualifications.

2

Assignment Complete the assignment (details below) for the position you are applying for.

3

Submit Send us all of the previous things as one tidy package by the application deadline. Preferably not by carrier pigeon—but it's really up to you.

4

One More Thing Tag us in something exciting on Twitter or Instagram using the hashtag #InternOffRecord. Be creative—we can't wait to be impressed.

IMPORTANT DATES

Applications Due: Friday, March 15* @ 5:00pm

Decisions By: Monday, April 01*

Internship: Wednesday, June 05 – Friday, August 16

* Dates subject to change. Get your apps in early!

THE POSITIONS

This summer, we are offering internships for both account management and design roles. As an AOR intern, you're expected to work with all departments alongside your fellow intern to develop and execute strategic concepts and ideas through to completion. To find out more about the responsibilities of each role, read on:

ACCOUNT

Become the liaison between your clients and the rest of the agency

Brief and kick off internal team members

Communicate with project managers on timelines, budgets, and creative workloads

DESIGN

Ideate and brainstorm strategic marketing solutions

Bring concepts and ideas to life through visual communication for brands and other client work

Succinctly pair word and image by working closely with the design team and copywriters

THE ASSIGNMENT

ACCOUNT

We want to know how you think. Use the information on the following page to write a creative brief using the provided template for the totally real and not fictional company: ANDYtech. You'll use this brief to kick off the project with your creative team.

Think about if you feel like you are missing any information. Do you need any more information about the brand, audience, competitors, or assignment? If so, what specific information would be helpful to know. Send us your brief and any of these further questions (in addition to your cover letter and resume) by March 15.

DESIGN

We want to see your work. All kinds of it, actually. A well-rounded portfolio demonstrating strong typographic and creative skills—with some solid examples of branding and identity work. Working on any cool side projects? Show us that, too. While we do live in an ever changing digital world, remember: print isn't dead.

Send us a link, a PDF, an elaborate hand-bound memoir. It's all up to you—just get it to us by March 15.

APPLICATIONS (WITH COMPLETED ASSIGNMENTS) ARE DUE MARCH 15.

Please note that due to the volume of applications, we may not have the chance to respond to each person individually. Feel free to reach out to **internships@thinkaor.com** with any questions. No phone calls, please.

ACCOUNT ASSIGNMENT DETAILS

Background

AOR's largest and most important B2B client, ANDYtech, is looking to introduce a new product called ANDYcloud. ANDYcloud is a user friendly cloud-based storage solution that allows businesses to effectively and securely organize internal and client data. ANDYtech has famously catered to many of the Fortune 500 companies in the Denver area. Now, under new leadership, ANDYtech is eager to expand their reach beyond the Denver area with the launch of this new product. Nothing quite like ANDYcloud has ever been offered in the B2B marketplace. Beyond the product itself and the name, no identity has been established, but ANDYcloud has a simple, modern interface that ANDYtech promises will revolutionize the B2B technology industry.

Target

Primary National Fortune 500 & 100 companies in the healthcare, finance, and consulting industries.

Secondary Local companies that have worked with ANDYtech in the past

Our Job

Introduce ANDYcloud to the national B2B marketplace with a strong brand identity and innovative product launch campaign.

Brief Template

Assignment What is the assignment?

Objective What is the purpose or goal of the assignment?

Brand Benefit What about the brand will motivate the consumer to take action?

Barrier or Challenge What is the biggest barrier or challenge to accomplishing the objective?

Target Insight Who is the target and what is the most relevant insight into their behavior as it relates to the brand/product?

Strategy How are you, the agency, going to accomplish the objective, and what are some potential marketing tactics we could use?

Considerations/Mandatories Any creative considerations or mandated requirements that should be taken into account?

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