

INTERNSHIP PROGRAM

SUMMER 2012 OVERVIEW

PROGRAM DATES

Program length: 10 weeks

Start date: June 4, 2012

End date: August 10, 2012

Application Deadline: April 13, 2012

INTERNSHIP POSITIONS

See the following pages for details on each position:

- Account Management (Interactive and General)
- Graphic Design
- Broadcast Production
- Interactive Design

PROGRAM ELIGIBILITY

The MMB Internship Program is designed for the best and the brightest – only students with the determination and chutzpah to make it in the competitive world of advertising need apply. When applying for any internship position, candidates must complete all outlined steps in order to be eligible. Each position has its own application requirements, detailed in the following pages. In addition to your specific department, all interns will be exposed to each area through department presentations and a summer-long project for one of our clients.

The MMB Internship Program is open to undergraduate students who will have completed their sophomore year by June 4, 2012. Graduate students are also accepted. Unfortunately, we cannot accept candidates who have graduated from their college/university.

This is an unpaid internship. Potential candidates must receive academic course credit from their college/university in order to be eligible for the program.

COMPANY OVERVIEW

MMB was founded in 2001 with the intent to be a nationally recognized, creatively driven marketing communications firm which helps its clients position, build and develop their most valuable business assets – their brands. We are an independent full-service advertising agency that continues to be one of the fastest growing agencies in the country. With annual billings of over \$500 million, our clients include Subway, Gulf State Toyota, ESPN, Starkist Tuna, Tractor Supply Company, Foster Grant, Rydex, Carrabba's Italian Grill and New Era Cap. Learn more about MMB, our clients and our work at www.mmb580.com.

At MMB, our people are passionate, creative, collaborative and must love dogs. Previous MMB interns have gone on to advertising careers in New York, Atlanta and right here in Boston. Sound like the place for you? Then we invite you to read on.

ANY QUESTIONS?

E-mail intern@mmb580.com

INTERNSHIP PROGRAM

ACCOUNT PLANNING

POSITION OVERVIEW

The Account Planning Internship offers advertising/marketing/communications students hands-on agency experience in our Account Planning department. Interns will assist with social listening, quantitative and qualitative research and other tasks that will support the strategy department. The strategy department has a hand in everything the agency does from new business to creative testing. Interns will have the opportunity for of-site excursions such as man-on-the-street interviews or local focus groups, as they become available.

ELIGIBILITY

Experience in the following computer programs is required for potential candidates:

- Microsoft Word
- Microsoft Excel
- Microsoft Outlook
- Microsoft PowerPoint

HOW TO APPLY

Submit cover letter, resume, and complete the following application questions.

1. In your opinion, describe the three top qualities of an account planner and how you fulfill these qualities.
2. Please tell us how you first heard about the MMB Internship Program.
3. What are you hoping to achieve through your internship?

All application materials must be received by **April 13, 2012** in order to be considered for the program.

SEND ALL APPLICATION MATERIALS TO:

Email: intern@mmb580.com

INTERNSHIP PROGRAM

ACCOUNT MANAGEMENT- GENERAL AND INTERACTIVE

POSITION OVERVIEW

The Account Management Internship offers advertising/marketing/communications students hands-on agency experience in both General and Interactive departments. Interns will assist multiple teams with competitive analyses, category research and other client support tasks while getting firsthand exposure to creative development, production and the new business process. Interns will also have the opportunity for off-site excursions such as press checks, photo shoots and radio recording sessions, as they become available.

ELIGIBILITY

Experience in the following computer programs is required for potential candidates:

- Microsoft Word
- Microsoft Excel
- Microsoft Outlook
- Microsoft PowerPoint

HOW TO APPLY

Submit cover letter, resume, and complete the following application questions.

1. In your opinion, describe the three top qualities of an account management person and how you fulfill these qualities.
2. Please tell us how you first heard about the MMB Internship Program.
3. What are you hoping to achieve through your internship?

All application materials must be received by **April 13, 2012** in order to be considered for the program.

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GRAPHIC DESIGN

POSITION OVERVIEW

The Graphic Design Internship offers graphic design students hands-on agency experience in our Boston office. Interns will work to support the Studio and Creative departments and get the chance to employ their design skills in a variety of tasks, such as:

- Internal design projects
- Preparation of materials for new business and client meetings
- Updating print layouts under art director supervision
- Stock image searching

ELIGIBILITY

Basic proficiency in the following computer programs is required for potential candidates:

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Please indicate if you have experience working with Flash and/or Dreamweaver

HOW TO APPLY

Submit cover letter, resume, and complete the following application questions:

1. Please submit 3-4 examples of your best original work, with a brief explanation of each piece – the purpose of each piece, how the idea was born, the work involved to create the final product.
2. Please tell us how you first heard about the MMB Internship Program.
3. What are you hoping to achieve through your internship?

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BROADCAST PRODUCTION

POSITION OVERVIEW

The Broadcast Production Internship offers advertising/communications/broadcast students hands-on agency experience in our Boston office. Interns will assist Producers by maintaining the director reel library, processing bid paperwork and vendor invoices, video clip research and other broadcast department support tasks. Interns will also have the opportunity for off-site excursions to local casting sessions, pre-pros, shoots and recording sessions, as they become available.

ELIGIBILITY

A successful candidate for this internship will be focused on graphic design, art direction, or user interface design. Speed, responsiveness and confidence are ideal, but we expect our candidate first and foremost to have a passion for design.

Experience in the following computer programs is required for potential candidates:

- Microsoft Word
- Microsoft Excel
- Microsoft Outlook

HOW TO APPLY

Submit cover letter, resume, and complete the following application questions.

1. In your opinion, describe the three top qualities of a broadcast person, why they are important, and how you fulfill these qualities.
2. Please tell us how you first heard about the MMB Internship Program.
3. What are you hoping to achieve through your internship?

All application materials must be received by **April 13, 2012** in order to be considered for the program.

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Email: intern@mmb580.com

INTERNSHIP PROGRAM

COPYWRITER

POSITION OVERVIEW

The Copywriting Internship offers students hands-on agency experience in our Boston office. Interns will work to support our creatives and get the chance to employ their writing skills.

ELIGIBILITY

A successful candidate for this internship will be focused on copywriting and should be very comfortable writing in different voices and with different tones. Creativity and confidence are ideal, but we expect our candidate first and foremost to have a passion for writing.

HOW TO APPLY

Submit cover letter, resume, and complete the following application questions:

1. If possible, please submit 1-2 examples of your best-written work.
2. Please tell us how you first heard about the MMB Internship Program.
3. What are you hoping to achieve through your internship?

All application materials must be received by **April 13, 2012** in order to be considered for the program.

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