

EARN YOUR ANTLERS

NITTY-GRITTY

Looking forward to spending an adventure-packed summer at Camp Moose? Our intense summer internship program is designed to give you valuable real-world experiences in the marketing field. Moosylvania welcomes the best and brightest “campers,” but before the fun must come the rules:

- You must **be at least 21** by first-day orientation (no exceptions!)
- Tell us what position you are applying for: **Account Service, Art Director, Copywriter, Interactive Developer** or **Interactive Marketing** (prove your commitment – pick only one!)
- You must turn in the following materials:
 - Resumé
 - Intern assignment based on chosen position
 - Portfolio
 - Video (everyone at Moosylvania uses their creative sides everyday – you’ve got 60 seconds to show off yours)

STEP 1

Salute the Moose: *Remember Important Dates*

- Application Due February 17, 2012
- Call Backs By March 2, 2012
- Interviews Begin March 16, 2012
- Internships Awarded April 16, 2012
- Camp Moose June 4–August 10, 2012

STEP 2

Talent Show: After you have chosen a position to apply for, show off your smarts, style and determination by completing the corresponding intern assignment.

STEP 3

Submission:

Please send all of your final materials to:

Moosylvania Marketing
Sharon Ayres
VP of Human Resources
jobs@moosylvania.com
7303 Marietta Ave.
St. Louis, MO, 63143



Moosylvania*

ACCOUNT SERVICE

Assignment

Pick an existing packaged good on the market today (other than Nike products, Coca-Cola products, Pepsi products or Apple products) and consider the current marketing campaign for that product. Please select a campaign that includes more than just a TV ad (a campaign with an experiential event component, a PR component, etc).

Specifically:

- **Research:** Provide research and analysis on market/industry trends while summarizing and providing your own insight for internal and external use.
- **Program Ideation:** Help organize and participate in brainstorm.
- **Account Management:** Set a high standard for quality and take pride in seeing projects through from beginning to end.
- **Execution:** Master the Moosylvania system and lead the team through the artwork development process.
- **First Task:** Develop the creative brief that resulted in that marketing campaign. What challenge did the client ask the agency to solve? Include all the components found in a typical brief (background, situation analysis, target consumer information, objectives, strategies, etc.) using any means necessary to complete the brief (draw your own conclusions when the information cannot be found).

- **Second Task:** Research the activation the agency developed for the current campaign.

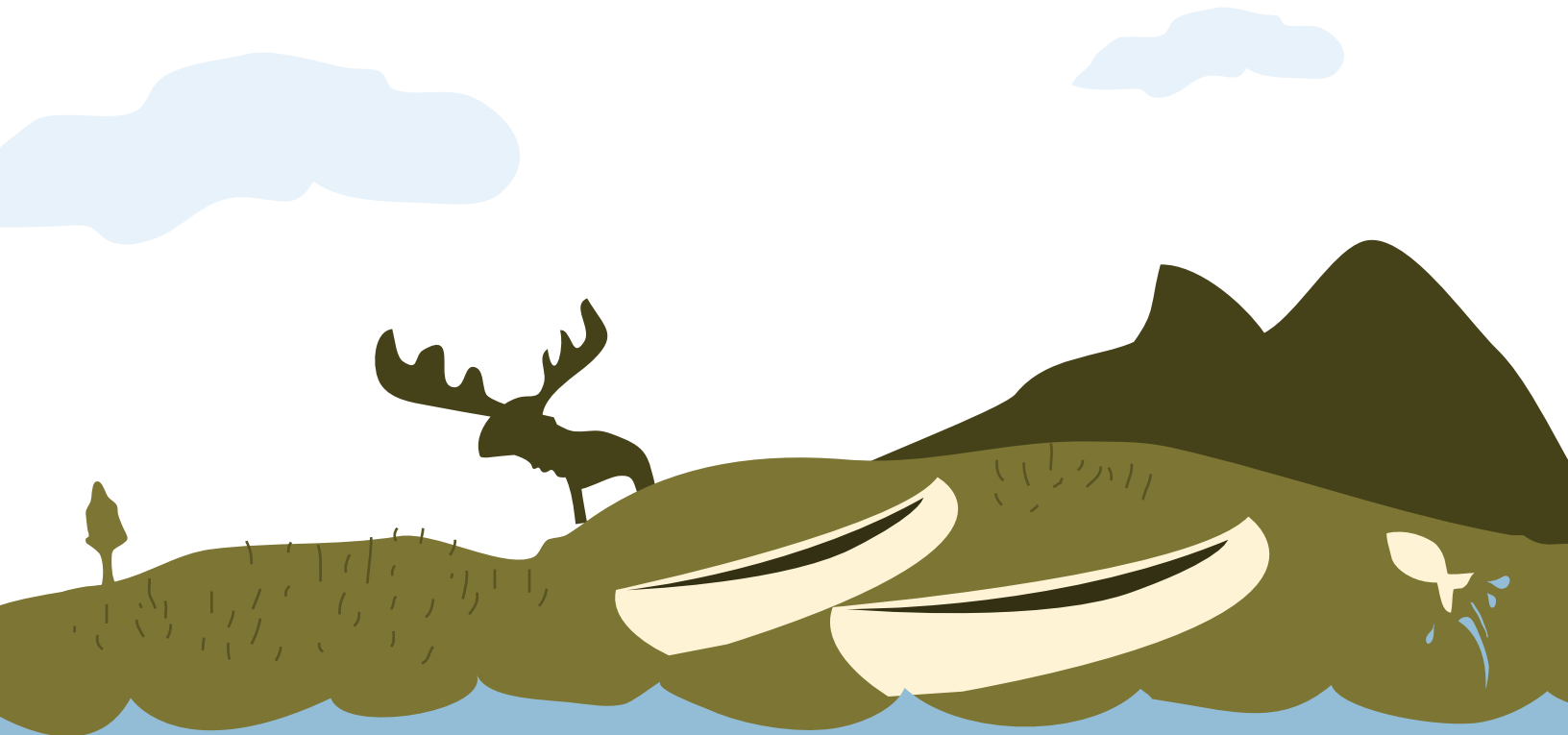
What additional ideas do you have to add to the campaign? What did the agency miss? And, why do your ideas make sense for the brand and campaign?

Think conceptually, think 360° beyond what the current campaign does. Develop your own ideas and relevant ways you can reach the consumer. This could include digital, advertising, promotions, media, PR, or whatever is the right way to accomplish the task set forth by the client.

Be sure to include social media in your plan. Identify several ways they could use media like Twitter, Facebook, etc. to interact with their consumer.

We want to see how well you can sell an idea to a client, so add 60 seconds to your video submission to explain your ideas in the way you think they'll best be sold.

The format and the way the information is communicated should be presented in a creative, organized, concise manner that is easily understood and captures the attention of your audience. Imagine you are presenting to the client. How you present the assignment and your additional ideas is up to you.



ART DIRECTOR INTERNSHIP

Art Directors will have active opportunities to learn the business while filling a support role on all projects.

Specifically:

- **Program Ideation:** Work with team members to develop integrated ideas for marketing programs.
- **Design:** Explore a wide range of techniques and mediums to create cohesive campaigns and programs for our brands.
- **Execution:** Set a high standard for quality and take pride in seeing projects through from beginning to end.

Assignment

Develop an identity for a new brand of chewing gum with exotic, on-trend flavors. The brand name is **VIVE**, and there are three varieties: acai, goji berry and elderflower. It will be offered in grocery stores and convenience stores. Your target is 21 to 39 year olds, equally male and female. Your desired tone is sophisticated, vibrant, energetic, bold, and above all, premium.

- **First Task:** Provide a logo exploratory for the **VIVE** brand.
- **Second Task:** Develop a unique package design.
- **Third Task:** Create a print ad OR website homepage (with descriptions of any interactivity)

Portfolio

Your portfolio should consist of work that you feel accurately portrays your style and skill set – and defines your creative process. We don't just want things to look great, we want designers who can think conceptually and strategically and come up with a compelling visual that shows a strong thought process and understanding that goes beyond a beautiful finished project. Specific examples we are looking for include packaging design, poster design and a range of type-based projects with multiple pages (ex: a newsletter, a book), logo design and interactive design (if available).



COPYWRITER INTERNSHIP

Copywriters will have active opportunities to learn the business while filling a support role on all projects.

Specifically:

- **Program Ideation:** Develop concepts for a variety of marketing programs, create identities and personalities for brands, collaborate with team members to explore interactive and experiential initiatives and learn to think strategically across all mediums and audiences.
- **Creation:** Write headlines for a variety of assignments, craft support copy for marketing programs (invitations, signage, newsletters), research and report relevant information to the team and be a part of the final presentation.
- **Execution:** Generate and organize copy files and other documents, proof-read and edit assignments and learn to maintain a consistent tone and quality.

Assignment

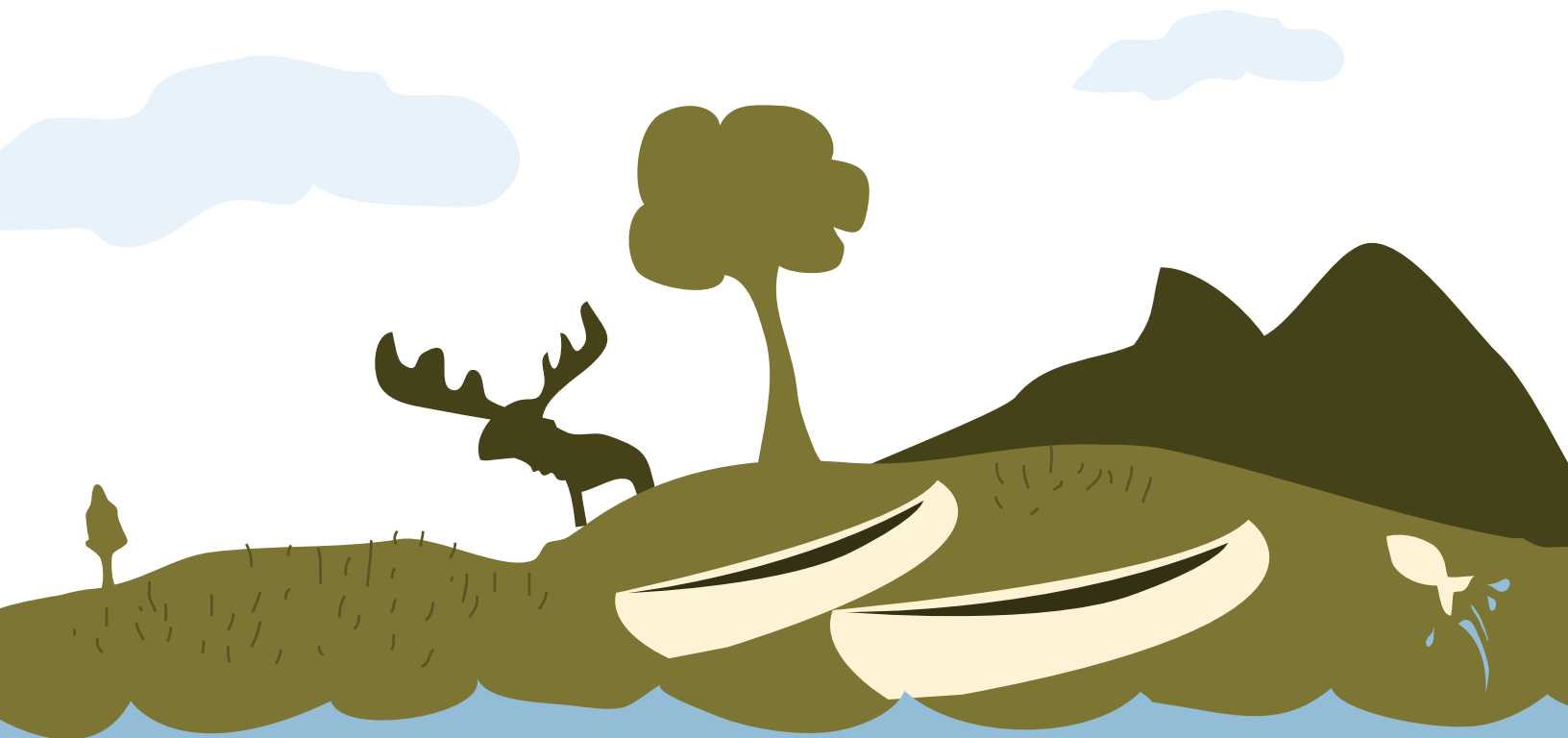
Develop an identity for a new line of non-alcoholic energy drinks that are flavored to taste like cocktails. There are three varieties: mojito, margarita and pomegranate martini. Your target is 21 to 29 year olds, equally male and female. Your desired tone is sophisticated, vibrant, energetic, bold and above all, premium.

- **First Task:** Come up with a name for the product line and provide rationale behind it. Ensure the product's name is proprietary and could not be confused with a competitor.
- **Second Task:** The brand is considering releasing a fourth flavor: chocolate lime martini. Create a list of sellable names for the new drink and provide the reasoning behind each one.
- **Third Task:** Develop a tagline and a series of headlines that can appear on print ads, billboards and other materials.
- **Fourth Task:** Think big. Create a 360° marketing program that will get people excited about this product. Develop ideas for stores, nightclubs, digital mediums, grassroots, social media, etc.

We are looking for more than just the final answer. We want to know how you got there. Share it with us and give us your rationale.

Portfolio

Give us more than great headlines — show us your ideas. Your portfolio should include bigger concepts that are executed in a variety of ways, including print advertising, non-traditional marketing, interactive ideas, experiential events and more. Think creatively, think strategically and most importantly, think big. The concept is key.



INTERACTIVE MARKETING

Interactive Marketing interns will have hands-on opportunities to learn the business and participate in projects while providing support to team members

Specifically:

- **Research:** Provide research and analysis on digital trends, and upcoming technologies in SEO/SEM and social media while summarizing and providing your own insight for internal and external use.
- **Program Ideation:** Participate in brainstorming and help recognize emerging opportunities for clients.
- **Project Management:** Assist in managing assignments from inception to completion. This includes participating in status meetings and client meetings, monitoring timelines and milestones, participating in QA checks and facilitating the communication amongst the team.
- **Execution:** Learn the Moosylvania system and gain a deep understanding of the digital development process.

Assignment

Pick an existing packaged good on the market today (other than Nike products, Coca-Cola products, Pepsi products or Apple products) and consider the current interactive marketing campaign for that product.

- **First Task:** Research the digital activation the agency developed for the current campaign. What did they do, and how does it (or does it not) resonate with consumers. Working backwards, what do you think the campaign objectives are? How does (or does not) the activation support the brand and the campaign?
- **Second Task:** What additional ideas do you have to add to the campaign? What did the agency miss? And, why do your ideas make sense for the brand and campaign? Think conceptually, beyond what the current campaign does. Develop your own ideas and relevant ways you can reach the consumer. Consider social media, SEO/SEM, mobile, etc. How can you harness your knowledge of technology to create new, relevant ways of connecting to this consumer in a way that makes sense for this brand? Put together a plan, and sell us on it in the same way you'd sell a client on it.

INTERACTIVE DEVELOPER

Interactive Developers will have the opportunity to gain hands-on experience while providing a support role.

Specifically:

- **Execution:** Work side-by-side with Senior Interactive Developers to devise and develop solutions across multiple devices and platforms, including websites, Facebook applications, mobile apps and email marketing. Participate in QA checks and help with launch.
- **Program Ideation:** Participate in brainstorming and help recognize emerging opportunities for clients as well as unique, creative solutions to problems.

Assignment

You are on a team that is launching a new brand of chewing gum with exotic, on-trend flavors. The brand name is VIVE, and there are three varieties: acai, goji berry and elderflower. Your target is 21 to 39 year olds, equally male and female. Its brand promise is 'a bold escape,' and its personality is sophisticated, vibrant, energetic and premium.

- **First Task:** How would you use technology to provide users with an escape from their daily life? Whether through social, mobile or a new API, how would you engage 21 to 39 year olds and deliver 'a bold escape'? Describe your proposed solution, and remember to be creative in using your knowledge of technology.
- **Second Task:** Develop a one-page site using provided creative assets.* Site should be multi-browser compatible. Submit the URL with your application.

**Download assets here:*

<http://www.moosylvania.com/intern-developer-assets>



Moosylvania*