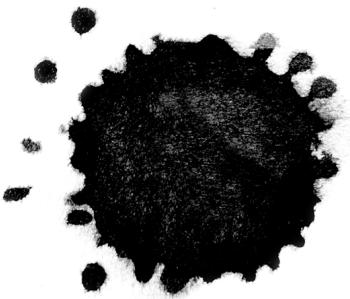


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creative careers

working in advertising

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working in advertising

Where do I start?

Finding a job takes time, energy and effort. One of the most important activities in the process of obtaining work is research. This leaflet is just a starting point.

What is the function of the advertising industry?

The objective of advertising is to slow down a brands decline or get the public to reappraise their opinion of a particular company or organisation, or just to provide information. Once the advertiser (the client) identifies that advertising is the best solution for their business they will approach one or more independent specialists (usually an advertising agency) to collectively plan, create and implement the advertising.

What are the main categories of work?

The main categories of work available in advertising according to the Advertising Association is: Creative, Planning, Statistics, Research and Analysis, Buying and Selling, Sales Promotion, Management and Administration. To access further information on these areas look at the Advertising Associations website which is www.adassoc.org.uk and click on "information centre."

In terms of career roles, the advertising industry can be divided into two areas -

- 1) The creative side. People who work in the creative side visualise and conceptualise an ad. Job roles include copywriters, art directors, designers and illustrators.
- 2) The client servicing side. People who interact with the industry and are an interface between them and the agency. Most jobs on the business side of advertising include: Account Management, Account Planners and Media Buyers. Account Managers act as the liaison between the agency's various departments and the client. Their job is to manage the execution of ads by making sure that they are created within the allocated schedule and budget. Account Planners focus more on the consumer. Their job is to conduct research on demographics of the targeted consumers. They use that research to get to know what motivates their behaviour in the marketplace. The job of the Media Buyer is to find media to place ads in. They use the demographic study that is done by the Account Planner to decide the best possible place to purchase ad space.

Which skills might I need?

The advertising industry is fast-paced, stimulating but it can also be very stressful with long hours. Agencies require people that are confident, determined and enthusiastic. Most work produced in advertising is the result of team effort from a group of people, each who have their own area of expertise. The part you play will depend on your talent and skills.

If communication is your strong point, if you get what people mean before they begin even to voice their opinions, if you have a quick grasp of consumer behaviour then client-servicing might be for you.

Copyrighting requires a “thick skin,” as many of your ideas are rejected and you have to be able to take criticism of your work on a daily basis. It is important not to be too 'precious' about your ideas as you will have to adapt them to suit the demands of others. A copyrighter should also have an interest in popular culture and awareness of new fashions, trends and styles.

Who are the employers?

Advertising jobs are found in advertising agencies, media organisations, advertising departments in business firms, non profit organisations, and marketing research firms. The four major career paths in advertising are account management, creative, media and research.

How can I get work?

Getting into advertising has never been in easy. For every junior position an agency offers, hundreds of people apply. Entrance to Account management and Account Planning is usually very structured. Most established companies have graduate recruitment and training schemes to recruit staff.

If you a creative, you need to approach companies directly. Once you are more established, you might be approached by head-hunters. If you are interested in working for a “Top20” agency, then try and break into one of these agencies from the start. You will be given larger accounts, and this will help your progression. On entry you are likely to be paid a low wage.

How should I approach companies?

The advertising industry is one of the most crowded places in the world. For every junior position an agency offers, hundreds of talented applicants apply. Prepare your contacts in advance. Building a network of industry contacts is strongly recommended. This may appear like a daunting task but time spent developing a strategy that suits your style really does pay off. Everyone approaches this differently, you may want to undertake some work experience, talk to your contacts through tutors/friends/family.

Mailing creative directors can work well, however your mail shot should be good. Show enthusiasm, and make sure they look like they were designed for the readers eye only. Mass circulars do not work, they only end up in the bin. Ensure that your contact telephone number is clear for them to call you, also call them back – be persistent!

How I improve my chances?

Research and ask

Although vacancies are advertised the best approach may be to contact agencies directly. Asking recruitment agencies for new job growth areas, researching new or potential job market sectors can help you to manoeuvre yourself into areas of demand. For example, specialist media agencies have developed in response to the growth of new media industries such as cable and digital TV, and the Internet, which may provide further job opportunities.

Read all the key publications – *Campaign*, *Marketing*, *Creative Review*, *Guardian*, *FT Creativity* (Tuesday). D&AD produces an excellent award books. Find out which agencies were responsible for the campaigns you admire – the publication *ALF* (Bradgroup monthly) will give you this information, it is available in all most libraries.

Industry experience

Work experience is one of the most common routes into the industry. If an agency takes you on for a placement, you will be working long hours on very low wages (usually just expenses) for a period of some months, but hopefully at the end of the placement, you will be offered a job trial, which may in turn lead to job offer. When you are on placement it is vital that you try and get your hands on a good brief. You have to be very pro-active about seeking out opportunities and making as much of a positive impression as possible.

Keep on creating work

Aim to display 7-8 campaigns in your portfolio or “book” with 3-4 ideas for each campaign. Each campaign should be include a mixture of different media e.g. TV, radio, press, ambient media. Don't be afraid to include unusual ideas e.g. ads on stamps.

Promote yourself

Develop an effective marketing pack (see below) and always be ready to seize an opportunity. Awards and competitions are a great way of promoting your work and yourself. Our ‘Creative Opportunities’ weekly bulletin gateway to specialist subsidised training, awards and bursaries to develop your work. Competitions with cash or exposure prizes are a great way of developing your skills and networks.

Push your luck!

Other methods employed by potential entrants include entry to special events e.g. award ceremonies, dropping your CV in person, hanging out in bars frequented by advertising agencies and picking the brains of everyone you know for useful contacts. Don't give up. Creative Directors and senior creatives are very busy and are not easy to get hold of. If you can't get to see the Creative Director try somebody senior.

Some of these strategies will be very new to you, remember you can talk to a Careers Adviser about how to develop these tactics. We run central workshops on how to "negotiate and network effectively" which can help build your confidence in these situations.

How do I build up contacts in the industry?

Building a network of industry contacts can seem like a daunting task but time spent developing a strategy really does pay off. Everyone approaches this differently and you'll want to go with whatever works best for you. Here are a few key points.

Speculative approaches

Armed with your marketing kit and carefully researched production company details why not get in touch with companies where you think your work would really fit in?

The Careers Information Centre has all the main contact directories in this area including *The Advertisers Annual*, *BRAD* and the *Creative Handbook*. Don't forget that some of these directories are online as well.

Networking

Another aspect of your strategy could be to take advantage of membership organisations as a way of informally meeting people. The Institute of Advertising Practitioners and The Advertising Association provide a huge set of resources for student e.g. careers seminars, networking events with employers as well as vacancies and tips on applying for jobs. You may be charged a small membership fee however the benefits to be gained are huge. Networking is a challenge. Always push yourself. Approach new people on your course, at meetings, at social events. After you leave college keep in touch with the University of the Arts London, Alumni Association www.arts.ac.uk/alumni and look out for useful events in Creative Opportunities.

Advertising art directors usually work alongside a copywriter, so when entering the field you may want to pair up with your opposite so that you can create a portfolio or "book" together. Choose someone who your likely to get on with as you'll be spending a lot of time with them! An easy way of finding a "partner" is to attend a "book day" which larger advertising agencies run. The Design and Art Directors Association (D&AD) run a "talentpool teaming service".

Where are vacancies advertised?

A good place to start is the Creative Careers website. www.arts.ac.uk/student/careers there you'll find weekly on-line vacancy bulletin "Creative Opportunities".

For entry level jobs and networking opportunities

Institute of practitioners in Advertising	www.ipa.co.uk
Ad-Mad	www.ad-mad.co.uk
TotalJobs.com	www.totaljobs.com
Monster.com	www.monster.co.uk

To find a list of UK recruitment agencies look at www.rec.org.uk

Some recruitment agencies do recruit for junior as well as senior posts. It is advisable to be very clear about the type of role you are seeking and to ask for details of who your CV is being sent to. Keep in regular touch with recruitment agencies, forming a good relationship with their consultants can sometimes improve your job prospects!

What should be in my marketing pack?

Along with your CV the pack should ideally include your own letterhead or logo, a business card. Use all your flair and imagination to create a pack that really stands out. Keep your CV short and eye-catching. Your CV will always need to be tailored and targeted towards the needs of the employer and may change each time you send it.

It is worth taking my portfolio to anyone?

If you are applying for a creative role then you will require a portfolio. The ideas that you present in your portfolio will help you to stand out from the crowd. Creative Directors want something that makes them go "wow" or "amazing!" Creative Directors tend to know one another and will refer you to another. All Creative Directors have a valued opinion and are mostly very approachable – they understand how hard it is to get to where you want to go! Show your portfolio to as many agencies as possible first then narrow the field down by returning to those agencies you felt in tune with.

Your portfolio should be well-presented but it's fine to use sketches. Once you are in a company, the print or TV production departments will be in charge of actually producing the artistic image what they need from you is your revolutionary concepts. Generally, your portfolio should be A3 format and display at least seven or eight campaigns. Everything in your portfolio should show your great work. Be selective!

Once you've decided which agencies you would like to work in, make sure you approach them only when your "portfolio" or "book" is ready.

“It could take between 50 and 100 interviews before you get your first real job”.
Chris Arnold Integrated Art Director – Saatchi & Saatchi

Do I need to protect the work in my portfolio?

There are lots of organisations that can advise you about this area. It is important that you understand your rights about your work. The organisations ACID (Anti Copying in Design) www.acid.org.uk and Own-It www.own-it.org can give you further advice.

What interview questions may I get asked?

The industry looks for individuals who are passionate about advertising and who hold opinions about the industry. Here is a taster of some typical interview questions:

- What is the best advertising campaign you have seen?
- What is the worst advertising campaign you have seen?
- Can you give me an example of when you have demonstrated creativity / innovative thinking?

What qualifications do I need?

There is so much competition for jobs, degrees and other evidence of applied study can be helpful. A good degree, and or an active/imaginative time at university can help demonstrate your skills range. Nationally, a qualification on business, marketing or advertising would be helpful, but in practice many companies are open to scientific or any arts subject.

On-the-job training varies greatly according to the size of the agency. In an industry where most people are specialists training in very important. Larger agencies are likely to have structured training programmes.

The Institute of Practitioners in Advertising (IPA) runs a series of qualifications for the agencies affiliated to it. It is worth you asking whether the agency you are approaching is involved in the scheme. Postgraduate professional qualifications are not necessary although the Chartered Institute of Marketing (CIM) offers a Diploma in Direct Marketing, which is a popular choice. D&AD have a very good reputation in the industry and provide training programmes for advertising creatives.

What else can I do with my degree in Marketing and Advertising?

You have gained many transferable skills from your degree. These include written and oral communication, team work, delivering presentations, organisation, time-management, analytical and creative skills. Some jobs like science and engineering require you to have a specific degree course however, over two-thirds 68.5% (according to Graduate Prospects) of vacancies

advertised in the year up to the end of July 2004 in Prospects Today, a national graduate vacancy bulletin, ask for graduates from any degree subject, which means that you will have lots of career options whatever you decide to study. If you are not sure what you would like to do, speak to your careers adviser who will help explore your individual strengths and values.

Further information

National press and journals carrying vacancies

In the UK, the newspapers and a number of trade magazines advertise vacancies in advertising. They include *The Guardian* - Mondays and Saturdays, and at www.jobsunlimited.co.uk; *The Independent* - on Wednesdays;

Careers information on advertising

For more information look at the AGCAS *Advertising and PR* sector booklet (available in the Careers Information Centre), at the "Useful Websites" on the Creative Careers website at www.arts.ac.uk/student/careers and at www.prospects.ac.uk

Vacancies and networking websites for advertising

Books containing information on career paths, the recruitment process, and an overview of the industry include *Media – Careers*, *Careers in Marketing, Advertising and Public Relations* and *D&AD* book.

Also check out the following websites for further information:

Account Planning Group – www.apg.org.uk

An organisation representing the interests of account planners worldwide.

The Advertising Association – <http://adassoc.org.uk>

Federation of trade bodies representing advertising and marketing industries.

CAM Foundation – www.camfoundation.com

The Communications, Advertising and Marketing Education Foundation is an industry led and nationally recognised educational body.

The Designers and Art Directors Association of the UK (D&AD) – www.dandad.org

A charity that aims to set creative standards, and promote the importance of good design ad advertising.

Institute of Practitioners in Advertising – www.ipa.co.uk

A strategic partnership that champions the common interest of all disciplines involved in marketing communications.

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University of the Arts London
– a creative constellation

Camberwell College of Arts
Central Saint Martins College
of Art and Design
Chelsea College of Art and Design
London College of Communication
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The main purpose of our written material is to provide specialist careers information, that is not readily available elsewhere, for our students and recent graduates.

All eligible students and graduates are welcome to use Creative Careers. We provide a range of services from information, advice and guidance through to practical group workshops. To find out how we work with students and leavers at your college or how to contact us visit www.arts.ac.uk/student/careers.

We aim to be disability friendly so do let us know of any particular requirements you may have. All our handouts and workshop materials are available in alternative formats on request. Please contact us to discuss your needs and how we can help. To make comments about this handout or suggestions for new ones we could produce, please email us at careers@arts.ac.uk

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