

2006 SUMMER INTERNSHIP PROGRAM



ACCOUNT MANAGEMENT • DESIGN

APPLICATION DEADLINE: MARCH 31, 2006

The MMB Internship Program offers positions for both Account Management and Design interns. In our Account Management track, interns will assist brand teams with competitive analyses and category research while getting first-hand exposure to production and the new business process. Design interns will be paired with an art director and work to support the creative department, everything from conceiving design projects to revising print layouts. Interns will also have the opportunity for off-site excursions such as press checks, photo shoots and radio recording sessions.

This is an unpaid internship. Potential candidates are encouraged to explore options for academic credit within their college/university.

PROGRAM DATES

Program length: 12 weeks

Start date: June 5, 2006

End date: August 25, 2006

ELIGIBILITY

The MMB Internship Program is open to undergraduate students who will have completed their junior year by June 1, 2006.

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

Account Management: Microsoft Word, Excel, Outlook and PowerPoint

Design: Adobe Photoshop, InDesign, Illustrator, Quark XPress

HOW TO APPLY

Submit cover letter, resume, and complete the following application questions. Please be concise in your answers. All application materials must be received by **March 31, 2006** in order to be considered for the program.

Account Management:

1. What brand do you most admire and why?
2. Select two print ads, one you consider a good example and one you consider a bad example of advertising. Be sure to include samples of the advertising with your application. Describe why you think one works and the other doesn't work. Then, for your good advertising example, explain the advertising communications strategy. That is, identify the message the piece is trying to communicate and the target audience.
3. Why do you want to work in advertising, and specifically, why do you want to work in Account Management?
4. Please tell us how you first heard about the MMB Internship Program.

Design:

1. What brand do you most admire and why?
2. Select two print ads, one you consider a good example and one you consider a bad example of advertising. Be sure to include samples of the advertising with your application. Describe why you think one works and the other doesn't work. Then, for your good advertising example, explain the advertising communications strategy. That is, identify the message the piece is trying to communicate and the target audience.
3. Please submit one example of your best original work, a brief explanation of the piece and why you are proud of that work.
4. Please tell us how you first heard about the MMB Internship Program.

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SEND ALL APPLICATION MATERIALS TO:

MMB
580 Harrison Avenue
Boston, MA 02118
Attn: Internship Coordinator

ANY QUESTIONS? E-mail intern@mmb580.com

AGENCY OVERVIEW

MMB is an independent full-service advertising agency that continues to be one of the fastest growing agencies in the country. With annual billings of over \$475 million, our national clients include Subway, ESPN, Atari, Jiffy Lube, Callaway Golf Company, Meow Mix Brands and eMusic. Learn more about MMB at www.mmb580.com.