

Experience report

First and last name: Lilly
Study program: Marketing Communications
Bachelor or Master: Bachelor
Host institution, country: Ogilvy Social. Lab Amsterdam, Netherlands

Period: 10/10/2022 until 10/03/2023

Declaration of consent to the publication of the report

- I agree that the present report will be linked on the website of the ERASMUS office, so that future prospective customers can get first-hand information about my experiences at the university location abroad.
- I agree that my e-mail address will be available to prospective students who would like to get first-hand information about my experience at the university abroad, upon request to the Erasmus office.
- I agree that my only **my first name** can be found in the published report.

Formalities:

As a student in my 6th semester of marketing communications, I applied for an internship at one of the most renowned marketing agencies in the world. Ogilvy is a global marketing agency that was named the most creative agency only this Ar. The metropolis of Amsterdam played an important role for me. Already during my studies, I set myself the firm goal of spending my mobile phase abroad. Amsterdam has always appealed to me - the advertising scene, the architecture, the art, and the culture.

I already applied for an internship at Ogilvy Social.Lab in Amsterdam in March 2022 and just a few weeks later my planning and preparation for the start of my dream internship began.

Motivation and preparation for mobility:

In preparation for the mobile phase, I not only tried to learn the basic Dutch terms, but also to train my English. The Dutch language is very similar to German language, but still some terms had it in themselves. During my internship, however, mainly English was spoken since many of our customers were international. But besides the language, I was also intensively occupied with the apartment search, my Erasmus+ application and the ongoing projects. But with every day, the anticipation of the mobile phase has grown - the adventure of a new city, new people, and a new culture.

Start of mobility:

At the beginning of October, it was finally time for me to pack my bags and head to Amsterdam. My first day at work included onboarding, team onboarding, laptop handover and lots of welcome talks. But it wasn't boring, from day one I was involved in a wide variety of strategic tasks and customer presentations. At the beginning, my tasks were still quite manageable, but over time they became more and more complex, and I was seen as a full-fledged team member. I immediately had the feeling of being accepted and knew that this internship was the right decision.

During the mobility:

After my first few weeks, I had familiarized myself very well with the structures of a marketing agency and had also made my first friends. Because I have to say, even if I've lived abroad before, it's always a new challenge to make friends and feel "at home". However, my team and Ogilvy made it easy for me, and I was welcomed so warmly that I had no other chance than to feel at home. Within the team we had a super dynamic, and I was able to really settle into the culture.

As the internship progressed, I got involved in more and more topics and experienced the work of a strategy department to the fullest - from client presentations to social media strategies or trend white papers, it was all there. I wrote my first creative briefs, recorded an image film, and helped develop pitch presentations. From start to finish, I was part of the team, my work and opinion was valued, and I learned an incredible amount.

What have I learned and what am I taking with me from this time?

During my 5-month internship in the strategy department of Ogilvy, I was able to further develop my hard and soft skills and learn new things:

- Strategic and solution-oriented thinking in all areas of responsibility
- Developing and creating strategic frameworks for client presentations and pitches
- Creative and challenging brainstorming and teamwork
- Creation and analysis of complex data sets in Excel (basis: social media audits for reporting and pitches)
- Creation of customer presentations in PowerPoint and Excel
- Development of reports, argumentations, white papers, and trend analyses
- Creative Briefs and Briefing
- Client Presentations

Soft Skills:

- Emotional intelligence
- Critical thinking
- Time management
- Willingness to perform

Green ERASMUS – How is the topic of the environment treated at the host institution & in the host country?

Amsterdam is the city of the bicycle. No matter where, it is reached by bicycle or by public transport. For customer appointments within the Netherlands, the train was used.

Our agency and network were very green - all employees either cycled or used public transport. Only a few employees had a car, but it was rarely used for work.

I also chose to take the train to and from work and to cycle within Amsterdam.

Impressions (photos, links etc....):

