



Building Brand Character

internship

Thank you for your interest in BBR Creative. We believe in internship programs that are challenging and fruitful. Our program combines a valuable learning process with our company's tradition of supporting charities that serve the local community. Please read more to determine if an internship at BBR is right for you.

ABOUT THE INTERNSHIP PROGRAM

An internship at BBR Creative is a three-way partnership among interns, agency and client that mirrors realistic agency work.

Each spring and fall, two interning students are partnered for a single marketing campaign benefiting a local, non-profit client of BBR's choice. Interns will be paired from different but complementary disciplines (e.g. public relations and graphic design). The program is collaborative, not competitive.

The value of the unpaid internship is the real-world account management and client service experience our interns earn from producing a complete campaign from conceptualization to implementation.

HOW IT WORKS

The campaign's purpose, expectations and final deliverables will be determined in the beginning as a joint effort among all involved. Interns have wide strategic and creative control with oversight and mentorship from BBR's account service team.

Interns will practice valuable skills, including:

- Conceptualizing
- Interviewing
- Writing
- Designing
- Media Planning
- PR Planning
- Implementation

Interns have the luxury of working flexible hours that best fit their schedules. Work can be completed outside BBR, with client and staff meetings to be held at BBR.

ABOUT THE INTERNS

BBR considers collegiate upperclassmen in most any communication discipline relevant to our business: mass communications, advertising, marketing, public relations or graphic design. Previous industry experience is not necessary.

Interns will be working independently to complete tasks. Therefore they must have good organizational skills and meet all assignment deadlines. Interns can expect to make formal presentations to the client as well as maintain client contact throughout the life of the project.

APPLY FOR INTERNSHIP

Spring Internship:

Résumés must be received by November 30. By December 15, BBR Creative will select its interns for the following spring semester and contact all chosen applicants.

Fall Internship:

Résumés must be received by July 30. By August 15, BBR Creative will select its interns for the following fall semester and contact all chosen applicants.

Résumés should be sent via email to info@bbcreative.com.

Candidates will be judged on résumé and interview. Samples of work (writing, design or other) are not necessary, but may be helpful.

ABOUT BBR CREATIVE

Since 1997, BBR Creative has produced and implemented effective, award-winning marketing and advertising strategies. BBR's account service team is experienced in creating effective promotions for many industries including healthcare, legal, banking and finance, oil and gas, real estate, retail, non-profit and business-to-business sectors.

BBR Creative is a member of the Acadiana Advertising Federation, Greater Lafayette Chamber of Commerce, Women's Business Enterprise and the Louisiana Hospital Association.

FOR MORE INFORMATION, CONTACT

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