

**MAKE
SOMETHING
FAMOUS,
FOR GOOD**

**It's harder than ever for interns to stand out and
get a job in advertising.**

FAMOUS

Internationally (macro)

Locally (micro)

FOR GOOD

Altruistic (good cause)

Long-lasting

OUR INTERPRETATION

So, we decided to make ourselves famous for good to the one agency we really want to be remembered by.

BBH/DOMANI

CULTURAL TRUTH

Business Cards

88% of business cards handed out that will be thrown out in less than a week.

LinkedIn

On average, people engage with the platform for 0-2 hrs per week.

Resumes

It takes job recruiters **6 seconds** to scan resumes and determine if they want to know more about you.

Cover Letters

90% of hiring managers don't read cover letters.

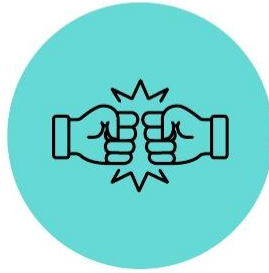
85%
of jobs are filled via networking

Traditional tools and resources for career advancements are ineffective.

HUMAN TRUTH



**First
Impressions**



**Shared
Memorable Event**

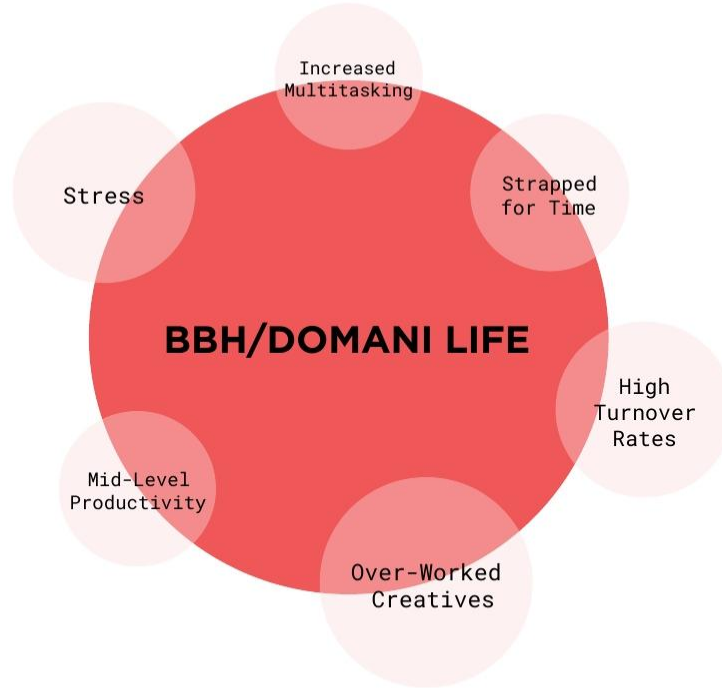


**Long Term
Remembrance**



**Humans struggle to remember people
outside of their immediate network.**

CONSUMER TRUTH



Creative agencies accelerate forgetfulness due to high workloads and turnover rates.

It's harder than ever for interns to stand out and get a job in advertising.

**Cultural
Truth**

Traditional tools
and resources for
career advancements
are ineffective.

**Human
Truth**

Humans struggle
to remember people
outside of their
immediate network.

**Consumer
Truth**

Creative agencies
accelerate
forgetfulness due
to high workloads
and turnover rates.

BIG UNFORGETTABLE IDEA