

# NEW HONOR SOCIETY // SUMMER INTERNSHIP PROGRAM



As an Intern at New Honor Society, you'll be part of a real team, getting real world experience on real assignments we do every day. Really. You'll never be asked to fetch coffee or walk our dogs or cut your hair.

Unless that's your thing. In which case, fetch away, you beautiful hairy freak.

No, this is a legitimate opportunity to get your hands dirty and make something awesome. If that sounds good to you, read on.\*

\*But only if you're a college student entering your senior year or are graduating in spring of 2018.

**JUNE 4 - AUG 3**

## HOW TO APPLY // THE STEPS



1. Write a cover letter specifying your desired position and include a resume.



2. Complete the assignment only for the position you are seeking.



3. Submit all correspondence in one email to: [internships@newhonorsociety.com](mailto:internships@newhonorsociety.com)



4. Drop us a message on Instagram by tagging @newhonorsociety and using the hashtag #NHSinterngram. Anything you want it to be. Flex those creative muscles.

QUESTIONS? Give us a shout at [internships@newhonorsociety.com](mailto:internships@newhonorsociety.com)

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# WHO WE WANT // THE POSITIONS

## ART DIRECTOR/DESIGNER:

- Use visual media to make marketing ideas come to life
- Create unique looks and identities for brands and their elements
- Work closely with copywriter to happily marry copy and visuals

## WRITER:

- Write smart, creative and strategically sound copy
- Create creative concepts and ideas to activate consumers
- Write in the voice of a mother of three, blue collar construction worker, a tech-savvy teacher and a talking dog

## • SOCIAL MEDIA:

- Develop new digital content ideas and create sound social media strategies
- Stay up to date on industry and social trends and be the “go-to intern” for all things social media
- Execute tactical approaches (i.e. posting content, online engagement/ community management, influencer activations)

## ACCOUNT COORDINATOR:

- Become the liaison between the client and the agency
- Brief and kick off internal team members
- Manage timelines, budgets and creatives

## STRATEGIC PLANNER:

- Deduce and decipher the “so what” behind trends and data
- Uncover new insights based on sound research and put them to use strategically.
- Become the go to expert on the consumer; understand who they are, what they care about, and what is going on in culture that affects them and their behavior.

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# WHAT TO DO // CREATIVE ASSIGNMENT

## ART DIRECTOR/WRITER/ASSIGNMENT:

Show us what you've got, kid. In addition to your resume and cover letter, submit samples that best express your creative super powers, either as a PDF or a link. Think beyond school. Think beyond print. Think.

Show us work for a brand you love. Or a brand that could use some love. Show us the kind of things you make when you aren't sleeping in the back of history class or applying for intern positions.

Aaand, that's it for the creative assignment. You can ignore the rest of this document. We look forward to seeing your Instagram. If you are applying for account coordinator or strategic planner and read this because you read everything... keep reading.

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# WHAT TO DO // ACCOUNT AND PLANNING ASSIGNMENT

## ACCOUNT COORDINATORS & STRATEGIC PLANNER ASSIGNMENT:

Complete this short assignment below so that we can gauge your critical thinking abilities. Use the information about PANTRY on page 4 as a reference to inform your answers.

### ACCOUNT COORDINATORS:

1. Use all the information you have on PANTRY (top of page 4) to write an assignment brief using the brief "template" (bottom of page 4). This brief is how you will communicate the assignment to the creative team.
2. What information do you feel is missing in order to write a complete and thorough brief? What else do you want to know about the brand, competition, target audience and marketplace that you can research and include in the appropriate sections of the brief?

### STRATEGIC PLANNERS:

1. Use all the information you have on PANTRY (top of page 4) to write a creative brief that will guide the rest of your team and inspire creative thinking. You can use the brief template (bottom of page 4) or create your own template in whatever format that best displays your thinking.
  2. What information do you feel is missing in order to write a complete and thorough creative brief? What else would you want to research about the target audience, brand, or industry that you think would be beneficial to include in the brief?
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# WHAT TO DO // SOCIAL MEDIA ASSIGNMENT

## SOCIAL MEDIA ASSIGNMENT:

Show us examples of any social media strategies, content creation, or creative social work. Examples can be from school, work, internships, a personal blog or social account.

Critique the social strategy and success of your choice of one of these three brands: Dove, Adidas, or Huge Inc. Briefly tell us what you like or do not like about their strategy, why you think they are successful, and what you would do differently.

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# WHAT TO DO // ACCOUNT AND PLANNING ASSIGNMENT CONT.

## BACKGROUND:

Longtime client (GLOBOTECH) is introducing a new product called PANTRY. PANTRY is an app and digital resource that allows consumers to organize and synergize their kitchens. What food, appliances, kitchen implements, flatware, etc. users have, where they put it, what they'll need for certain recipes, shopping lists, and more are all made simple with PANTRY. Nothing like PANTRY exists on the market; it's an entirely new offering in a new category. Beyond the product itself and the name, no identity has been established, but PANTRY has a simple, modern interface (informed by products like NEST).

## TARGET:

National

**Primary:** Professional Moms 25-40

**Secondary:** Young professional couples- M/W 25-35

## CONSUMER OBSERVATIONS:

Extremely busy, pressed for time

On a budget, but appreciate quality and will pay more for it

Like clean, simple design

Love their kitchens and love to cook

## OBJECTIVE:

Introduce the target audience(s) to PANTRY in a memorable and impactful fashion.

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## BRIEF TEMPLATE:

### Assignment

What is the assignment?

### Objective

What is the purpose or goal of the assignment?

### Brand Benefit

What about the brand will motivate the consumer to take action?

### Barrier or Challenge

What is the biggest barrier or challenge to accomplishing the objective?

### Target

Who is the target consumer? We're looking for things beyond just demographics here.

### Target Insight

What is the most relevant insight into the consumer's behavior as it relates to the brand/product?

### Strategy

How are you, the agency, going to accomplish the objective?

### Considerations/Mandatories

Any creative considerations or mandatories that should be taken into account?

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