

Breaking into Advertising

Getting a foot in the door of creative agencies was tough enough even before the recession hit, decimating the marketing budgets of many organisations with a precipitous knock-on effect for the advertising business.

Subsequent years have seen no let-up in an industry already legendary for its long-hours culture. Yet hard times can also present opportunities; new media, such as Twitter, YouTube and Facebook, are great platforms from which to showcase your creative and communicative prowess to employers.

Getting in

Christopher Morris, programme leader, BA Advertising Design, School of Art & Design, University of Salford Placements, work-based learning opportunities, competitions and agency visits support our curriculum, and teaching is further complemented by input from experienced agency staff.

Students are involved in pitches, presentations, freelance projects, critiques and feedback sessions with senior art directors and copywriters from local agencies. Programme modules focus on creative problem-solving, art direction, copywriting, professional practice, team working, brand identity and campaign strategy.

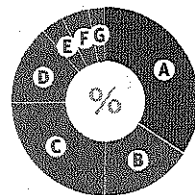
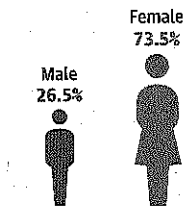
Staff encourage students to be proactive via social media networks, blogs, self-promotional websites and placements, all of which are essential steps towards employment. The major-

ity of our graduates gain fixed-term contracts or, more recently, work on a freelance contract basis.

Getting on

Phil Edelston, managing director, Dylan Marketing Recruitment Advertising is a hugely competitive business and creative roles are among the most heavily subscribed in any industry. Successful candidates need to be extraordinarily persistent and resilient. Your portfolio must be up to scratch and you may want to consider

Graduates and advertising



Expected starting salaries

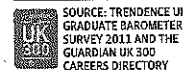
A Up to £16k	34.5%
B £16-19k	15.9%
C £19k-22k	24.7%
D £22k-£25k	13.7%
E £25k-£28k	3.7%
F £28k-£31k	4.8%
G Over £31k	2.7%

Top 10 most wanted employers

- 1 Saatchi & Saatchi
- 2 M&C Saatchi
- 3 Ogilvy & Mather
- 4 Imagination
- 5 MediaCom
- 6 WPP
- 7 Leo Burnett
- 8 JWT
- 9 JCDcaoux
- 10 Abbott Mead Vickers BBDO

Top six study subjects

- 1 Creative arts and design
- 2 English
- 3 Business, economics and management
- 4 Languages, literature, classics
- 5 Historical / philosophical studies
- 6 Communications



focusing it on specific advertising areas. You'll also need to work hard at networking and building relationships, both at industry events and through Twitter and LinkedIn.

There are more vacancies around for those seeking account executive work. Generally, the smaller the agency, the likelier you are to get the more interesting client-facing roles. From there you're probably looking at six to 12 months' experience before moving into a more senior role.

View from the inside

Jonathan Cloonan, WPP Fellowship

I was lucky enough to be selected for the WPP Fellowship, where a handful of us work in three different WPP agencies, across three different communication disciplines and typically on three different continents. A year in each.

I'm currently with JWT, the ad agency that put the hole in Polo and invented the Andrex puppy. I'm a strategic planner on global accounts - an intimidating prospect, but one that is a lot of fun. With my second rotation around the corner, I'm moving to Asia to work in "branded entertainment".

I'd advise undergraduates to explore as many types of work experiences as possible. Try newspaper internships, try agencies, try museums. These are things that gave me ammunition to show I have a broad spectrum of interests during the (dreaded) interview season. Advertising is not a boring job, so show you're not a boring person.

Graham Snowdon