

**Are you thinking about a  
career in Advertising?**



# Qualifications, Experience and Skills

## **What qualifications do you need to work in your field?**

Most UK advertising agencies no longer require minimum qualifications, instead they are looking for an interest in ideas, people and creativity. Some agencies offer apprenticeships and others offer graduate schemes.

## **What experience, outside of the classroom, is also required?**

Advertising agencies will be looking for proof that you are interested in adverts but also, people, and what makes people tick. If you want to become an advertising creative (the people who make the ads) you usually do a course where you meet your creative partner. One of you specialises in Art Direction and the other is the Copywriter and writes the ads.

## **What are the key skills to possess or work towards for this role?**

Advertising agencies are looking for people who are creative, who think differently, who like to solve problems in unique ways.

They are looking for people who are naturally curious. The advertising sector has roles in everything from managing projects, to writing and designing ads, to producing the ads, to planning what would be the right message for a product to say in order to sell more.

# Day-to-Day

## A day in the life of...

### What does your 'boring' day look like?

Every day is different in advertising, the closer to the launch of an advert, the more exciting the day gets. I am in a global role, on a 'boring' day I am researching how customers are feeling, and how they are behaving across the world, so that I can understand how our advertising needs to work in order to sell a product or make an impact.

### What makes you feel like you've had a 'win' at the end of the week?

When we see our advertising on TV or on a huge billboard, it is very special. Recently we made 6 ads for the Super Bowl and one of them saw us take the Coca Cola mascot and have him choose Pepsi in a taste test, it was a very funny ad that everyone seems to love and that is a huge win.

### How much of your time is spent working with people versus working alone?

I am very lucky in that a planner gets to work independently, and as part of a team. I like having a mixed pace role, I like working by myself and sometimes coming together as part of the team. We usually meet at the start of the day, a couple of times each week, to ask how we are all doing and what our days look like, and to help each other with tasks. When an advert is due to go on TV, we will meet more often and have plenty of check ins with our clients.

# Unexpected and Future

## **What is the one thing about your job that surprised you the most when you started?**

Two things surprised me, firstly I didn't realise how much I would get to travel. I have been to Iceland in the winter when there is no daylight, I've been to Malaysia in the tropical heat, I have been to New York more times than I can count. It is such a privilege to see the world, and to meet people across cultures.

Secondly, I didn't realise how so many of those people I would work with would come to be friends. I have made friends all over the world and this is very helpful when I am planning travels, I can ask where should I go in Japan?

## **How has your role changed since you started?**

I was in a very junior role when I first started in advertising and now I am in a Managing Director role which means I have more responsibility and need to make sure other team members are ok. When I first started in advertising I made sure I was useful to people and learnt as much as I could, I still do this today. My advice would be, be helpful and never stop learning.

## **Where do you think your role and field are going in the next 5-10 years?**

Technology is going to play a greater role in advertising. The industry is using AI and this will only increase. But AI cannot do what we do. We train the AI, the AI is only as good as us. You have to question AI, you have to use AI responsibly and show that AI is only as good as you tell it to be.