

OGILVY CREATIVE JOBS IN SHANGHAI

We are one of the largest communications company in the world; and we want to recruit up to 15 Entry Level Graduates who are Chinese and who can become the next generation of OGILVY CREATIVES. This is an extraordinary opportunity if you have the talent, the commitment, and the desire to return to China.

**Location: Shanghai, China;
Application deadline: 15 April 2018**

- Ogilvy & Mather has 538 offices in 126 countries. A whopping 19% of our workforce is based in China.
- We are the ‘most creative agency network in the world’. And we didn’t give ourselves that title. We won the award (for the fourth time running), at the Cannes Festival of Creativity in 2015. The same festival where in 2012, Ogilvy Shanghai won the Grand Prix for its #COKEHANDS poster, which is now the most awarded ad in Coca-Cola’s history.
- We are still as good as ever – if not better. In 2017 we were named by HR Awards as ‘Best Company to Work for in Asia 2017’ in the Integrated Communications Category. We also received Four Golds in the Integrated, Creative and PR Categories at Campaign Asia 2017 Greater China Awards.

SUMMARY

Ogilvy offers all year-round opportunities in different disciplines for fresh graduates to start their career. We value all our graduates who have enthusiasm for advertising, digital, and/or PR marketing communication and we will go the extra mile to make sure you receive a learning experience that fits your career goals. You will become extremely knowledgeable in marketing communication, and understanding of the right tactics to combine integrated marketing skills with overarching goals in a professional setting. You will also learn how to work in a professional environment and have ample opportunity to network with department seniors and other professionals.

Because we are one of the world's largest communication networks, we offer the chance to work on a partnership basis with other offices in the region on a project by project basis. Our list of clients is very varied, and we work with some of the most iconic brands in the world and in China. From Coca-Cola to Lee Kum Kee, Unilever to Yihaodian, Philips to KFC.

WHAT WE WANT

CREATIVE SKILLS:

Everything is geared towards doing work that is fresh and original. Creativity is at the top of our agenda.

So we are looking for people who have the following qualities:

- Have a good sense of art direction or writing skills (Chinese and English).
- Pay great attention to detail in their craft (writing or art direction)
- Are conceptually strong, can think outside the box.
- Hard working and obsessive about ideas.
- Curious by nature. Always looking for new things.
- Have an interest in digital and social media.

WHAT YOU WILL DO

6 COMMON TASKS:

- You will work as part of a team to conceive, develop and produce influential advertising campaigns.
- You will present your ideas to colleagues and clients and will amend, revise or redevelop them in response to feedback. You'll learn to be tough, to take criticism of your work and be able to keep redoing it, in order to make it better each time.
- You will often be working on several campaigns at once, sometimes under pressure and tight deadlines. That means late nights and early mornings.
- You will need to keep up to date with popular culture and trends and share your findings with others. This could be anything from films, music, theatre, bars, art galleries, or just popular crazes online.
- You will be expected to come up with fresh insights and new angles on how to position brands, so they stand out from what's been done before.
- You will often attend film or stills shoots, working with directors or photographers. Getting a basic understanding of which person/craftsmen is right for that particular job. Also constantly keeping an eye on emerging talents and sharing with creative leaders.

OGILVY & MATHER ENTRY LEVEL RECRUITS: GENERAL REQUIREMENTS

- Show great enthusiasm for the communication industry.
- Organised, with an ability to prioritise time-sensitive assignments.
- Good at English, both speaking and writing practice.
- Can take challenges and work under pressure.
- Interested in learning new skills.
- Open minded. Self motivated. Proactive. Persistent.

The salary will be 6000 RMB per month before tax + benefits.

The job will be based in Shanghai.

HOW TO APPLY

We want a CV and 200 words paragraph in English saying why Ogilvy should employ you.

Because this is a creative job, we want to see your creativity.

Make a 30 seconds video clip.

The subject to the film can be anything - about you, about your experience in Britain, about why Ogilvy should employ you - about anything at all.

Imagine this film has the potential to become viral on the Internet.

It needs to be very creative.

Please send your application before 30 April 2018 and your questions to Yuan Yuan at ogilvy@madeinchinauk.com

APPLICATION NOTE

Send your CV with 200 words paragraph in ONE file and in PDF format.

Send your video via WeTransfer (www.WeTransfer.com) - please include the link in your email.

Video can be in the format of either MP4, MOV, and AVI.

Make sure your video is WATCHABLE before sending it to us.

Please name your CV and video in this format as following:

CV - Surname_First Name, e.g. "CV_Weng_HaoYuan"

Video - Surname_First Name, e.g. "VIDEO_Weng_HaoYuan"

Please note: if the application is not complete, it will not be considered.

Ogilvy Shanghai has appointed Made in China (UK) Ltd to manage the recruitment process.

Made in China (UK) Ltd was founded in 2004 by Philip Dodd who was named in 2016 by *China Business News* as one of the most important global top thinkers; in the same year the US art magazine *Art + Auction* nominated him 'one of the 100 art innovators'; and in an earlier year the UK design magazine *Design Week*, identified him as one of 'the 50 design gurus'.

Enrica Costamagna, the company's co-director, speaks six languages, including fluent Mandarin, lived in China for four years, has worked in galleries in London and Berlin and has managed major cultural projects between Britain, USA and China.

www.madeinchinauk.com

