



INTERN WITH US



***A HELPFUL GUIDE
FOR YOUR
INTERNSHIP***

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WHERE ARE YOU GOING?

Do you already have a carefully laid out plan to lead you all the way to the CEO's chair, or is your main ambition just to enjoy going to work every morning? Maybe you are unsure about what you want, but do know what you don't want? Whatever the case, an internship provides you with a good opportunity to try and explore different things, and discover which direction to go in.

In a large international company like ours, the paths are many and varied. Whether you want to try your hand at PR and influencer marketing, algorithms and data modelling, UX design or media buying, we will allow you to explore these areas and expand your knowledge.

No matter which GroupM path you choose, your opinions, wishes and ideas are taken seriously, and we work together to determine where that path should lead – perhaps we can go there together?



HVORFOR GROUPM?

There's a good chance that you've experienced companies throw out one recruitment cliché after another on social media in an attempt to get you to send an application in their direction. "Steep learning curve", "an important part of the team", "lots of social events", and the list goes on – and yes, we admit it. We are also guilty of enticing potential interns with a few of the benefits above.

But if we are to be completely honest (which we must be), you shouldn't choose your internship solely on the basis of whether you will be "a permanent part of the team" or because you will have "lots of responsibility". If you ask us, these kinds of promises should be a matter of course for your internship. Naturally, you will become an important part of the team, responsible for important projects, and only have to get coffee for yourself. It goes without saying for us at GroupM.

The reason why you should apply for an internship at GroupM is because you'll be part of a culture where the core value "growing together" will make a noticeable and positive impact on both your everyday life and your further career. We believe that the most rewarding and inspired careers are strongly characterized by perpetual learning, development and further education. We also believe that it is the employee itself who must be allowed to define the dreams, goals and direction for further development.

So what motivates you? Where do you want to go? What are you curious about? These are big questions that we take seriously. In a large group like ours, the possibilities are many and we dare to promise you that you can live out your entire career here, if you want to – without ever getting bored or lacking challenges.

"Growing together" and everything related to soft values and culture can of course become a bit "fluffy", so on the next pages we present a more tangible list of what you can expect as an intern in our group.

WHAT CAN YOU EXPECT?

LOTS OF SPARRING & FEEDBACK

We are among the industry's brightest and most passionate media, communication and marketing specialists. Specialists who are great company when you want to absorb knowledge and gain experience. As an intern, you also have an "intern responsible" who will act as your mentor during your internship, and who will continue to provide you with a lot of feedback and make sure that you develop your skills.

A YOUNG ENVIRONMENT AND AN INFORMAL TONE

Herinde tæller anciennitet, hierarki og længden på CV'et ikke. Det gør de gode idéer, gåpåmod og evner til gengæld. Af den grund er vi også en gruppe, der både bogstaveligt og i overført betydning er en "ung" arbejdsplads med højt til loftet, en uformel tone og en tro på, at praktikantens ideer er lige så gode som CEO'ens – OG så forstår vi udtryk som "simp" og "yeet". Imponeret?

A LARGE AND INTERNATIONAL NETWORK

We've already mentioned it a few times, but if you're still unaware, we're a large group with international roots. We are around 400 colleagues in Copenhagen and 50 in Aarhus. We are 1,200 people spread across the Nordic region, and around 36,000 colleagues globally. That's a lot of colleagues – and no, you probably won't get to talk to them all. But it's not a bad place to start if you want to build a strong network and perhaps dream of going abroad to work at some point.

WHAT CAN YOU EXPECT?

WE WORK HARD AND PLAY EVEN HARDER

Probably not the best headline if we are to convince you that the tone is young. But it is a good indicator of how we always find time to have fun together. Life is too short to always be serious and to think about everything you should and must achieve. Therefore, we host everything from spontaneous as well as planned Friday bars (most often held in our wine bar), work out classes, theme nights, inspirational presentations, team days, parties, knitting clubs and much more.

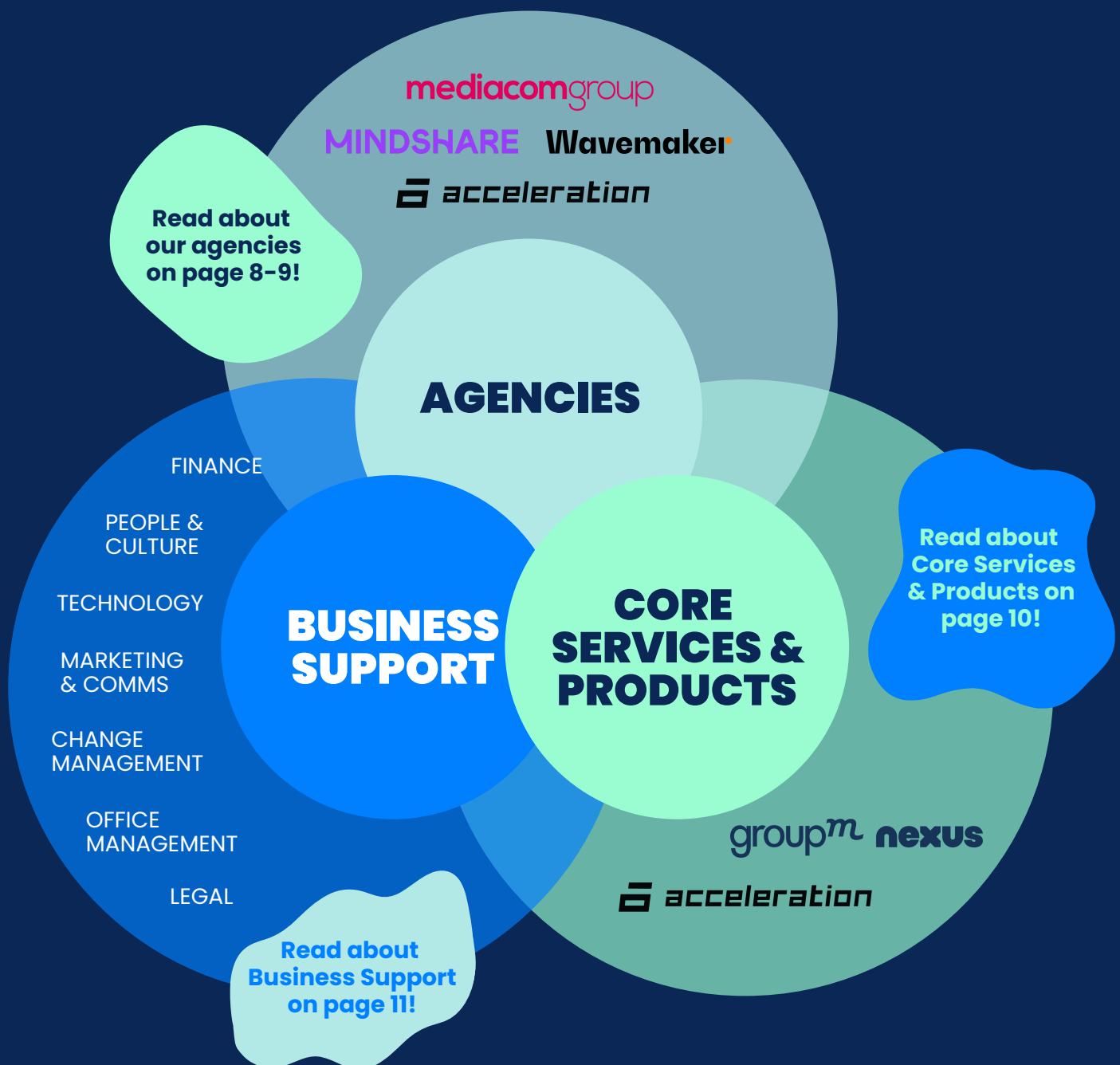
INSTAGRAMMABLE OFFICES

If you are going to spend 8 hours in an office, it improves the experience considerably to be surrounded not only by good people – but also by beautiful surroundings. We all live under the same roof in an inviting, open office landscape that can best be described as "urban, New Yorker-chic". Concrete floors, ceiling-high windows, LED lights, graffiti walls, barista cafés, wine bar with ad libitum wine taps, roof terrace, lounge areas, and much more, means that we dare to call ourselves one of Copenhagen's most "instagrammable" offices (see photos on page 25).

A FLEXIBLE WORKLIFE

The days of being glued to your desk every day from 9–17 are over – luckily! We live in a (post-pandemic) time where our (work-) life requires more flexibility, spaciousness and balance than ever. The more we make room for the changing working life, the happier and more productive we believe we will be. Therefore, we offer great flexibility in work hours, (home) office and work tasks.

OVERVIEW OF GROUPM



OUR AGENCIES

At GroupM, people, good ideas and strong competencies come first – and these elements have shaped our award-winning work and innovative solutions. Our greatest achievement is that we've gathered the most skilled, curious and brave colleagues in the industry. Our people not only challenge and develop our clients' business, but also our own. On the next page you can read about our agencies.

Our agencies offers internships within Client & Account, Data & Insights, Branding & Strategy, Communications & PR, Events, as well as Graphics & Video.



OUR AGENCIES

MINDSHARE

Mindshare is an integrated agency that collaborates in the cross-field between media, creativity and data. With dedicated employees across all disciplines, Mindshare can solve the most important marketing challenges for their clients – quickly, efficiently and creatively.

VISIT
WEBSITE



VISIT
WEBSITE



Wavemaker

Wavemaker works with the client's journey as the main focal point. They create growth through positive provocation and shape consumers' choices and experiences through media, content and technology.

mediacomgroup

MediaCom builds bridges between channels and media, and creates inspiring, data-driven content for real people. We see the big picture and create relevance from all sides.

VISIT
WEBSITE



CORE SERVICES & PRODUCTS

group^m nexus

GroupM Nexus is the largest performance organization in the Nordics, bringing together over 440 practitioners that execute ad strategies for local and global audiences. We serve as a toolbox for the agencies of GroupM to activate client strategies. Regardless of size, location or timing, GroupM Nexus has the tools to grow our clients' business for real.

GroupM Nexus offers internships within Programmatic & Native, Search & Marketplaces (SEO, SEM og Social), Tracking & Analytics, Creatives & Conversions, as well as Communications.

**VISIT
WEBSITE**



**VISIT
WEBSITE**



acceleration

Acceleration is a digital consultancy agency focused on growth. Acceleration help companies to grow sustainably by building bridges between media strategy, data, tech investments and user experiences.

BUSINESS SUPPORT

LEGAL

FINANCE

PEOPLE &
CULTURE

TECHNOLOGY

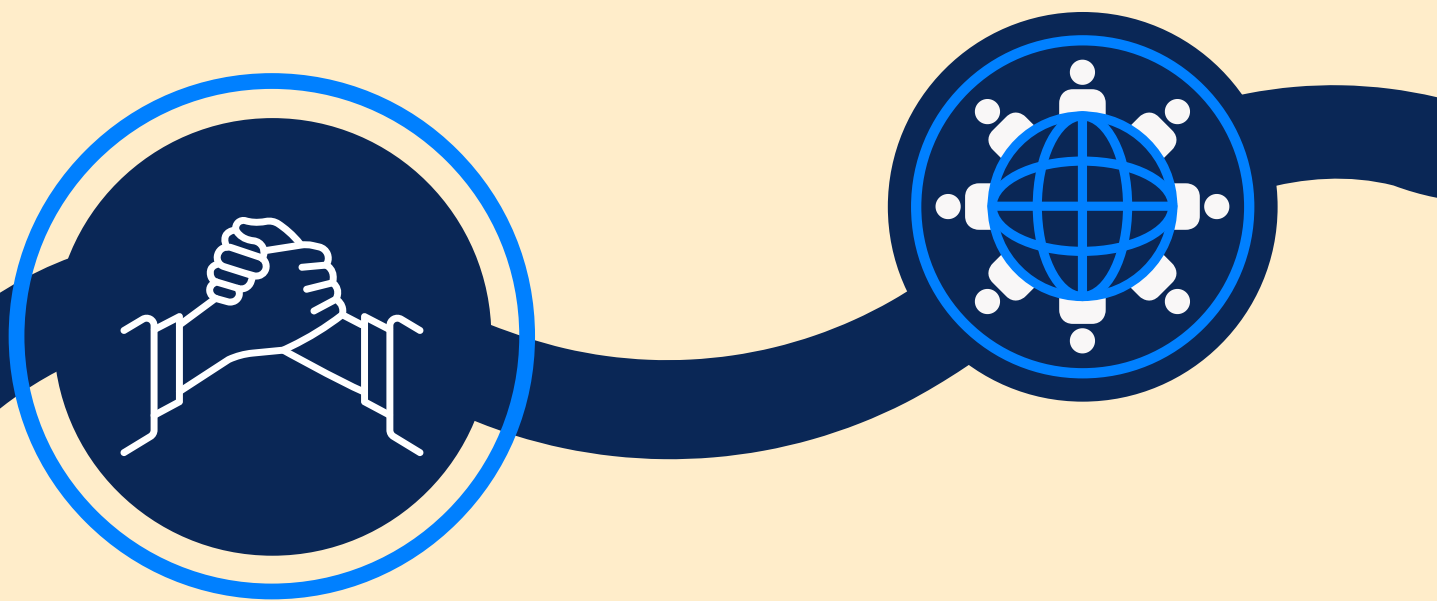
MARKETING
& COMMS

CHANGE
MANAGEMENT

OFFICE
MANAGEMENT

Business Support defines the framework for our group and ensures that our business runs smoothly, so that our agencies and Core Services & Products have the best prerequisites for their respective efforts. Business Support consists of Legal, Finance, People & Culture, Finance, Marketing & Comms, Change Management and Office Management.

We do not have any open internship positions in Business Support at the moment, but if you are interested in finance or are passionate about HR, you can always reach out to us and we will do our best to meet your ambitions.



10 GREAT TIPS FOR YOUR INTERNSHIP SEARCH

1

It's a great idea to familiarise yourself with what an agency is and can do. You don't need to know everything, but it is important that you have a sense of where you are and what size GroupM is.

2

Seek us out and pick our brains! We are present at career fairs in both Copenhagen and Aarhus and on various online platforms where we continuously share content, tips and tricks. Here you can get to know us a little better and gain an understanding of your options.

3

It is always an advantage if your application genuinely reflects who you are and what ambitions you have. We read many applications, but we really want to notice you!

4

Always put your most recent experience at the top of your CV. We think it's cool that you've worked in a grocery store as a 15-year-old or have been bartending at your local Crazy Daisy, but we'd rather read about your study-relevant experience.

5

Just be yourself! We are a big group and we take in a lot of interns. So we would rather get to know you, get a good sense of your wishes and send you in the right direction subsequently.

10 GREAT TIPS FOR YOUR INTERNSHIP SEARCH

6

It's important to mention that you don't need to have experience that fits right in with us. You can get far with a good attitude and by describing what interests you about your studies.

7

It is a big plus to have been an intern in our group. We are always looking for students and graduates, and you usually get ahead in line when you know our systems and workflows.

8

By continuously being introduced to our daily work and teams in the house, it's easier to reflect on the future. Our internship supervisors often talk to interns about their options after the internship.

9

We care a lot about the stories of employees that have interned with us, and are still in the group 5 or 10 years later after their internship. Many define their career path in the group and switch between professions, teams and agencies.

10

You can always reach out to us if you have any considerations that you want to clarify. There are no stupid questions, and we would love to help you! (see contact information on page 27).

WHO ARE YOU?

On the next pages, we present a number of personas that you may be able to relate to, and who may be able to guide you in the direction of the right internship in our group.

Who knows – maybe you have a lot in common with "Video Victor", aspire to be like "Influencer Ida", or you dream of becoming an "E-commerce Erik"?

Our personas are, of course, deliberately caricatured, so they should certainly not be seen as a checklist to be fulfilled to fit the role. The only thing you must be to fit in is someone who thinks that exactly what you are looking for is very exciting.

ARE YOU A SOME-SIMON OR A INFLUENCER-IDA?

- ✓ You are a true command nerd and know grammar to the bone
- ✓ You cannot live without structure. Even the raisins from the muesli in your breakfast are finely divided!
- ✓ You love the social media life and want to know the noble steps of deflecting a SoMe shitstorm
- ✓ You like to shuffle between various online programs and make a virtue of Googling to answer your questions



- ✓ You love having a virtual chat in the comment section with both cat Carina and self-growing chili Lukaz
- ✓ You know the shoe sizes of the biggest Danish influencers, their favourite brunch spots and children's first names
- ✓ You have a finger on the pulse, and when you hear "TikTok", you think "please - BeReal is the future"
- ✓ If you were to take three things with you on a desert island, it would be your iPhone 13 Pro Max, a ring light and your social listening App

ARE YOU A **GRAPHICS-GRETA** OR A **VIDEO-VICTOR**?



- ✓ You are a Adobe expert, and your friend in need is named pencil tool
- ✓ You can't be in a meeting without drawing doodles - which should really be displayed
- ✓ When you describe your favorite color, you speak in color codes
- ✓ You love to think big and say: "Yes, great idea". This must be how the ceiling of the Sistine Chapel came to be

- ✓ You are neat and believe that a picture has a heavy and a light side
- ✓ You want to develop your skills as a producer, editor, animator or something completely different
- ✓ You can turn a boring brief into a creative, jaw-dropping masterpiece
- ✓ You have an intense love affair with programs like Final Cut Pro and Adobe Premiere Pro
- ✓ If you were to take three things with you on a desert island, it would be your sketch book, a brand new Sony A7 IV and your Photoshop subscription



ARE YOU DU A CLIENT-CARL OR A PROJECT-PIA?

- ✓ Your relationship with your clients can best be described with the chorus from Rick Astley's hit "Never Gonna Give you up"
- ✓ You are extroverted to the bone and have a black belt in networking and socializing
- ✓ For you, there is nothing more tantalizing than green numbers on the bottom line
- ✓ You are a natural speaker and always have a pitch up your sleeve for any meeting
- ✓ You love to learn – but most of all to learn from you



- ✓ You own the smartest bullet journal on the market and could spend hour after hour keeping a record of your life
- ✓ You love to talk about your brilliant ideas through brightly colored PowerPoints
- ✓ You are a pro at following up – on clients, meetings, assignments and even on whether your colleague Lene has remembered to order food for her daughter's confirmation
- ✓ If you were to take three things with you on a desert island, it would be your LinkedIn profile, a list of your favourite clients and a cup of very strong coffee

ARE YOU A DATA-DORTE OR A STRATEGY-SØREN?



- ✓ Your analysis-eager brain can't help but look for the common thread and the hidden insights
- ✓ You are a data poet and eat numbers and statistics for breakfast
- ✓ You get butterflies in your stomach when you hear words like brand tracking, impact measurement, trend analysis and target group surveys
- ✓ You are reflected and cannot help but relate your and others' preferences and behaviour to larger societal and generational trends

- ✓ Data-crushing in Excel is "your idea of a real good time"
- ✓ You always ask "why" and look for meaning and patterns
- ✓ You always try to boil the complex down to the simple and easy to understand
- ✓ If you were to take 3 things with you on a desert island, it would be Excel, your Index Danmark subscription and your trend bible



ARE YOU A E-COMMERCE ERIK OR A MEDIA-MARIANNE?



You are not just a Digital Native – you are THE digital native!



You are convinced that the future is digital, and you are very active on social media



You ONLY shop online and everything you know comes from Google – maybe you already have an avatar in the Metaverse?



You get butterflies in your stomach when you hear words like HTML, Google Tag Manager, and Programmatic



You love to explore the intersection between creativity, data and strategy



You think the digital world can be made more automated and personal – and you want to help drive it



You know that the future lies in digital media and e-commerce



You always surprise your parents at family gatherings with exciting buzzwords and references to your work. But they still don't quite understand what you're doing



If you were to take three things with you on a desert island, it would be your smartphone, Google and your VR glasses



ARE YOU A PR-PERNILLE OR A COMMUNICATIONS-KLAUS?



You live for the written word, and you don't mind shedding a tear for the well-written article or post



You're a bit of a literary perfectionist and aren't satisfied until you've found the right word or the most delicious phrase



Even if you are neither an influencer nor a reality star, you have a good idea of how to create publicity in the media



You always have your finger on the pulse when it comes to trends and happenings



You get butterflies in your stomach when you hear words like media surveillance and public affairs



You have a nose for the good story and know how to convey it



It sends chills down your spine when you see a misplaced comma or a wrong present-tense r



Preparing content plans and press releases is "your idea of a real good time"



If you were to take three things with you on a desert island, it would be Instagram, your newspaper subscription and a notepad



THE STATISTICS SPEAK FOR THEMSELVES...

97%

WOULD RECOMMEND GROUPM
AS A GREAT PLACE TO INTERN*

80%

THINKS THAT IT IS EASY TO
BECOME A PART OF THE SOCIAL
COMMUNITY*

82%

SAYS THAT THE
INTROPROGRAMME IS WELL OR
REALLY WELL*

95%

SAYS THAT THEY'VE RECEIVED THE
NECESSARY SPARRING WITH
COLLEAGUES DURING THE
INTERNSHIP*

***INTERNS, FUTUREPROOF TALENT PIPELINE, GROUPM FINDINGS**

"Super welcoming. Professional. Easy to become part of the team. Great responsibility. Great potential to develop yourself."

"It is amazing."

"GroupM is a really great workplace with nice people and space for both big projects, smaller tasks and lots of fun."

... AND SO DOES THE STATEMENTS!

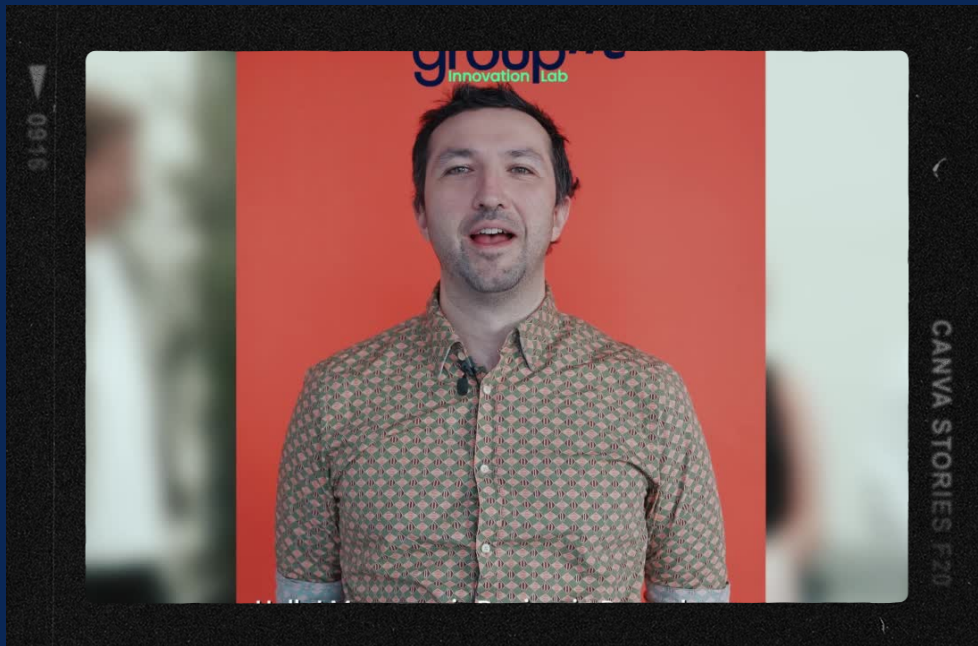
"Steep learning curve, social community - you feel valued!"

GroupM is a fantastic place to learn and develop, you have over 400 dedicated colleagues who are all geeks in their own field and happy to learn from them. (...) you can always get feedback and sparring (...). In addition, it is a very good way to kickstart your career. Since my employment at GroupM, I have received 7 jobs offers!"

"GroupM provides the best toolbox for working at an agency and/or with digital marketing. You get a taste of the agency environment and working methods in connection with media marketing. It has been so interesting. And then of course there are also all the wonderful people, you meet on your way."

"The professional benefit is priceless. It enabled me to get a full-time position without any major challenges..."

INTERSHIP VIDEOS



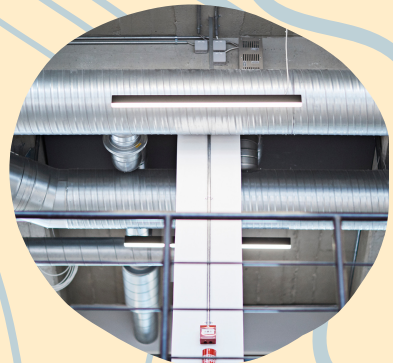
Scan the
code to see
the video



Scan the
code to see
the video



PICTURES OF THE OFFICE



SOCIALE MEDIA AND WEBSITE



WWW.GROUPEM.DK/EN



CONTACT

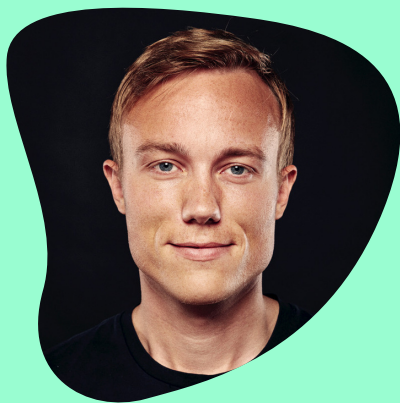
If you have questions, thoughts or considerations about your options or our internship possibilities, you can contact Lasse or Johan by email or phone. They are always up for a chat and will do their best to help you further in your search.

We hope to hear from you!

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