



INTERN WITH US

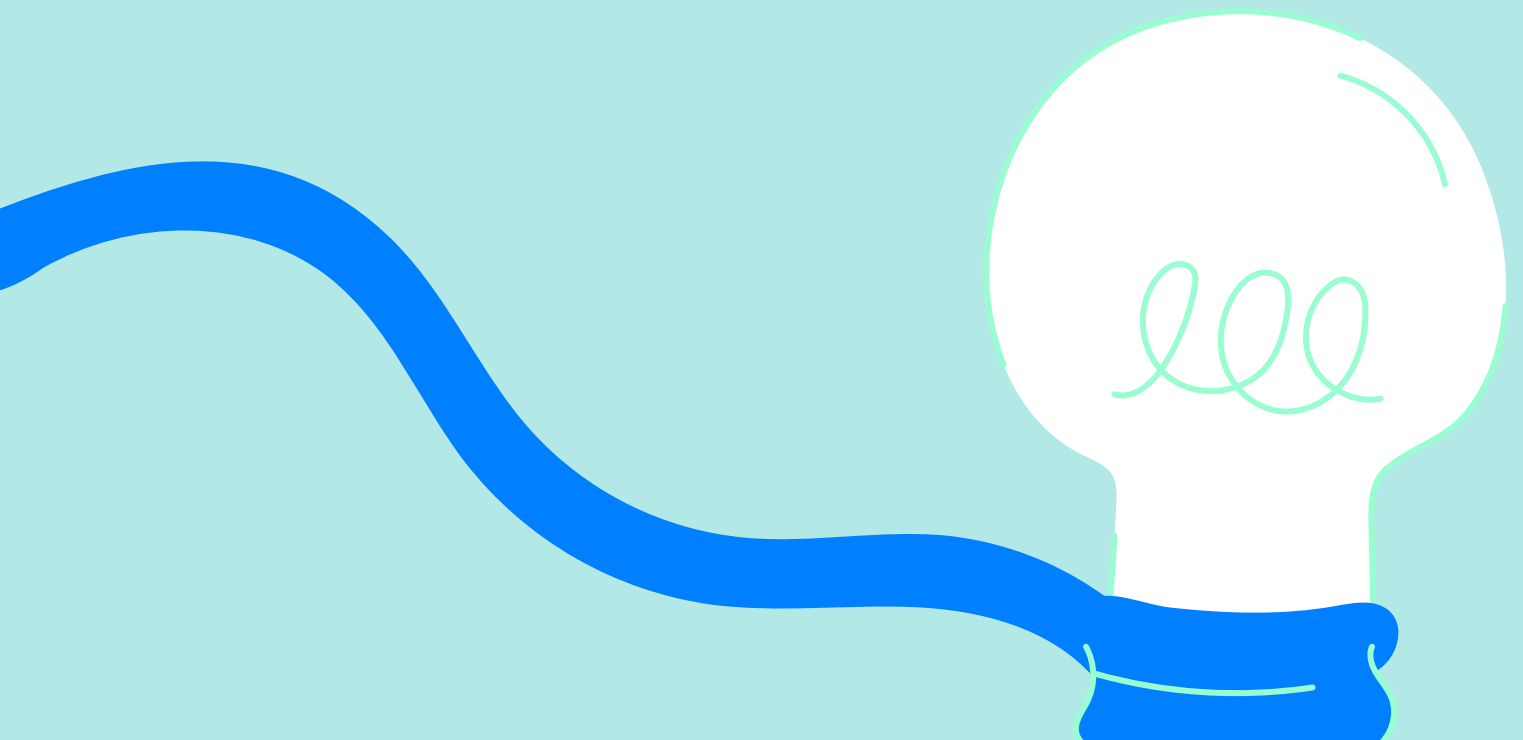
***A HELPFUL GUIDE
FOR YOUR
INTERNSHIP***

WHERE ARE YOU GOING?

Maybe you already have a carefully laid out plan that will lead you to the CEO's chair, or maybe your ambition is just to enjoy going to work every morning. Maybe you are unsure about what you want, but you do know what you don't want. No matter your plan or situation, an internship is a good opportunity for you to try out and explore different responsibilities and tasks, and discover which direction to go in.

In a large, international organization like ours, the paths are many and varied. Whether you want to try out branding and influencer marketing, algorithms and data modeling, UX design or media buying, you have the option to explore these areas of our business and expand your skillset.

No matter which GroupM path you choose, your opinions, wishes and ideas are taken seriously, and together we will figure out where that path should lead.



WHY GROUPM?

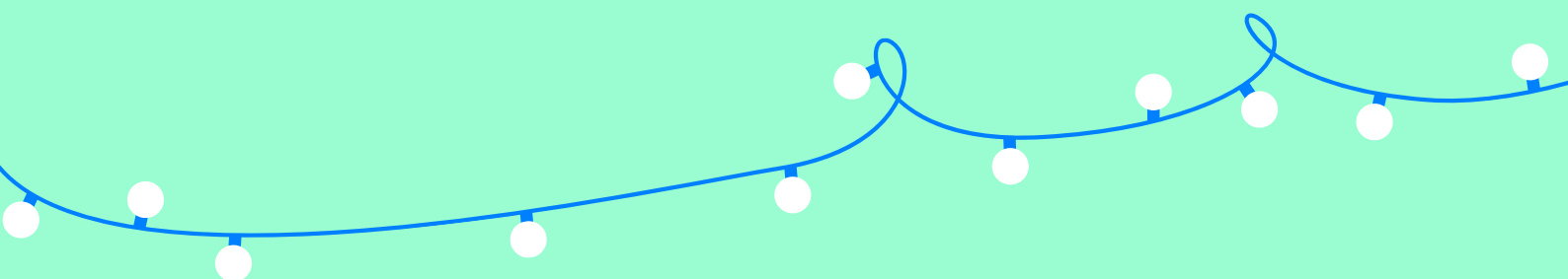
There is a good chance that you're used to companies using one cliché after another on social media in an attempt to get you to send an application their way. "Steep learning curve", "an important part of the team", "lots of social events", and the list goes on - and yes, we admit it. We are also guilty of listing a few of the benefits above.

But if we are completely honest, you should not choose your internship solely on the basis of whether you will be "an integrated part of the team" or because you will have "lots of responsibility". If you ask us, these "benefits" should be the baseline of any internship. Of course, you should be an important part of the team, responsible for important projects, and 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 will be part of a culture where the core value of "growing together" will have a noticeable impact on both your everyday life and your future career. We believe that the most rewarding and inspired careers are defined by continuous learning, development, and education. We also believe that it is the employees themselves that should define the dreams, goals, and the direction of their growth journey.

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 say that you can live out your entire career here, if you want to - without 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 experts. Experts that make great company if you are eager to learn and gain experience. As an intern, you are also assigned an "intern supervisor" who will act as your personal mentor during your internship, and who will provide you with lots of feedback and make sure that you develop your skillset.

A YOUNG ENVIRONMENT AND AN INFORMAL TONE

Seniority, hierarchy and the length of one's CV do not count here. In stead, good ideas, curiosity and skills matter. That's also one of the reasons why we are (both literally and figuratively) a "young" workplace with an open culture, an informal tone and a belief that the intern's ideas are as good as the CEO's - AND we know expressions like "mid", "it's giving", and "rizz". Impressed?

A LARGE AND INTERNATIONAL NETWORK

We are a large group with app. 400 colleagues in Copenhagen, 50 in Aarhus and 1.200 people spread across the Nordic region. Globally, you will have around 36,000 colleagues. That is a lot of colleagues, and although you will probably not be able to talk to them all, it is not a bad place to start if you want to build a strong network and are maybe dreaming of working abroad at some point.

WHAT CAN YOU EXPECT?

WE WORK AND PLAY HARD

Probably not the best headline to convince you that we are a “cool and young” workplace. But it emphasises that we always find time to have fun together. Life is too short to always be serious and to only think about tasks, projects and to-do-lists. Therefore, we plan everything from regular Friday bars (often hosted in our wine bar), workout classes, theme nights, inspirational presentations, team days, parties, knitting clubs and much more.

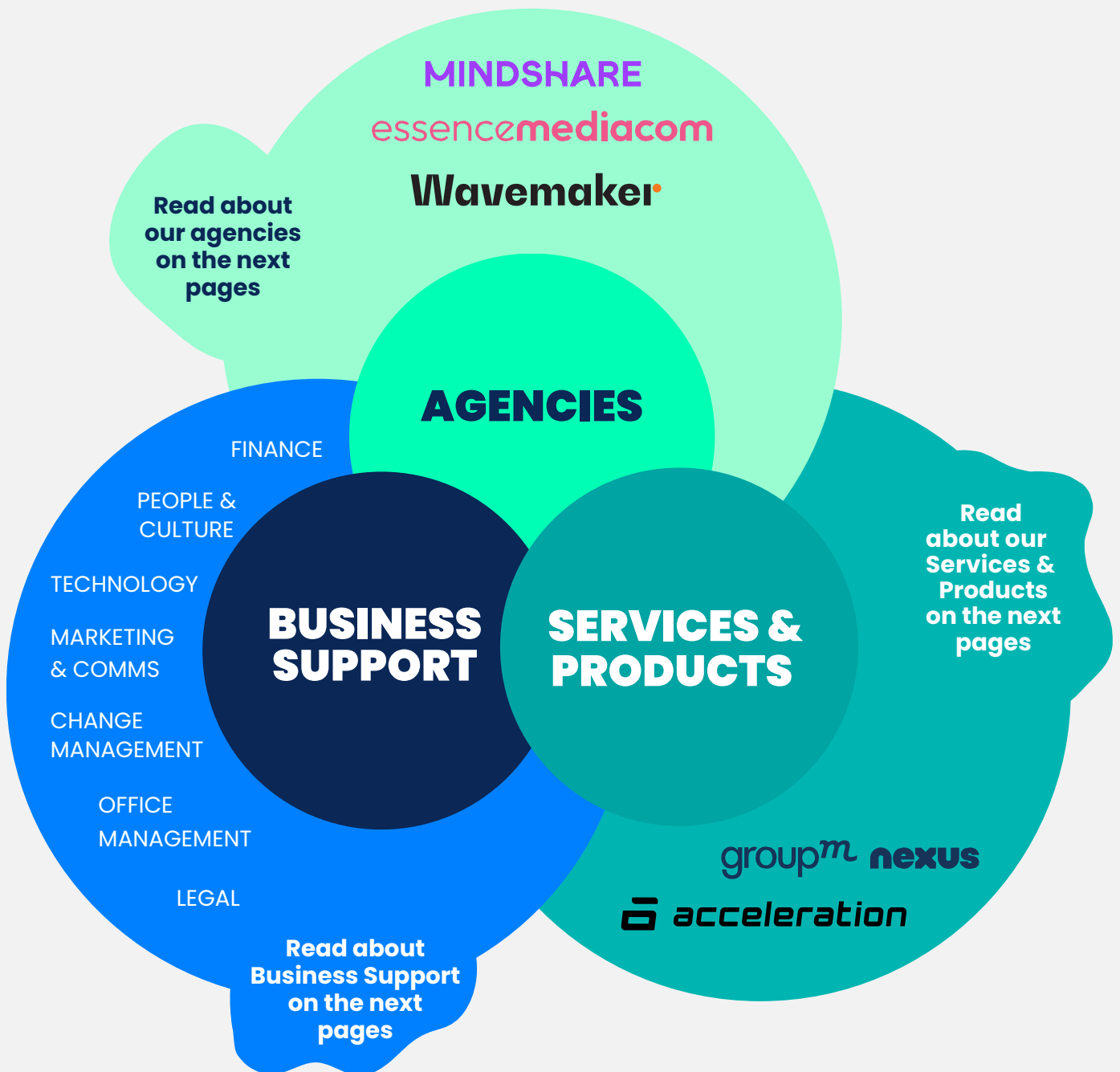
INSTAGRAMMABLE OFFICES

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 have an open office landscape that can best be described as “urban, New Yorker-chic” with concrete floors, ceiling-high windows, graffiti walls, barista cafés, a roof top terrace, lounge areas, and much more. We dare say, we have Copenhagen’s and Aarhus’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 time where our (work-) life requires flexibility and balance, and the more we make room for a balanced working life, the happier and more productive we believe we will be. Therefore, we offer great flexibility in work hours, (home) offices and work tasks.

OVERVIEW OF GROUPM



OUR AGENCIES

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

Our agencies offers internships within Client & Digital, Analytic & Insights, Brand activation, Influencers, Social Media, Communications & PR, as well as Graphics & Video.



OUR AGENCIES

MINDSHARE

Mindshare is a media agency that works at the intersection of creativity, media and technology.

Mindshare's work is based on documentation, and with 60 dedicated employees in Denmark, Mindshare can solve the most important marketing challenges for their clients – quickly, efficiently, innovatively and creatively.

VISIT
WEBSITE



VISIT
WEBSITE



Wavemaker

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

essencemediacom

EssenceMediacom help clients understand the modern marketing paradox. Adding value, creating competitive advantage and breaking new ground, through their people, capabilities, data and technology.

VISIT
WEBSITE



OUR 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. GroupM Nexus serves 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 clients' businesses for real.

GroupM Nexus offers internships within Tracking & Analytics, Programmatic & Native, Search & Marketplaces (SEO, SEM and Social), Addressable Content, as well as Agency Engagement.

**VISIT
WEBSITE**



acceleration

Acceleration is a global network of consultants, data scientists, technologists and practitioners that share a common vision: to fuel sustainable growth and enable the always-on transformation of marketing organizations.

Acceleration work closely with their customers to co-create solutions that unlock the value of data, technology and human potential.

**VISIT
WEBSITE**



BUSINESS SUPPORT

LEGAL **F**INANCE **P**EOPLE & **C**CULTURE **T**ECHNOLOGY **M**ARKETING & **C**OMMS **T**RANSFORMATION OFFICE **O**FFICE MANAGEMENT

The departments in Business Support do just as the name implies; support our business and ensuring that it runs smoothly.

Business Support is like the backend of the entire operation, ensuring the right framework to support the rest of the organisation in doing what they do best. Whether that's negotiating clients contracts, building robotics to automate tedious processes, or creating awareness about our group's work amongst external stakeholders.

We usually don't have internships in Business support, but if you are interested in finance or are passionate about HR, you can always reach out to us.



10 GREAT TIPS FOR YOUR INTERNSHIP

1

It is a good idea to familiarise yourself with what an agency is and can do. You do not need to know everything, but it is important that you have an idea of the business and size of GroupM.

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, so we really want to know you!

4

Always put your most recent experience at the top of your CV. We think it is cool that you worked in a grocery store at 15 and that you bartended at your local bar, but we would 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.

10 GREAT TIPS FOR YOUR INTERNSHIP

6

It is important to mention that you do not need to have experience that perfectly matches what we do. You can get far with a great attitude and by explaining what you find interesting about marketing and media.

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 when you know our systems and workflows.

8

By being introduced to our daily work and teams in the house on an ongoing basis, it is easier for our interns to get an idea what excites them and what they want to work with in the future. Also, our internship supervisors often talk to interns about their options after the internship.

9

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

10

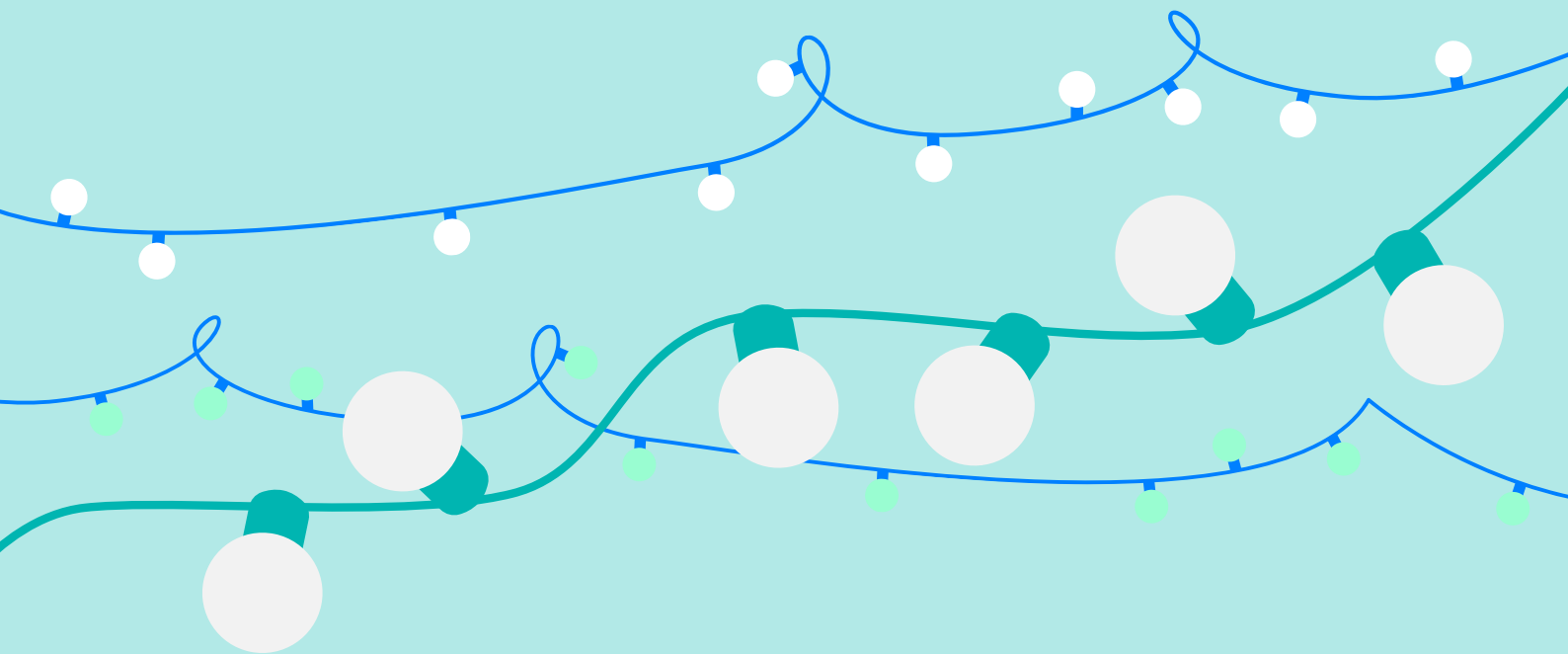
You can always reach out to us if you have any questions. There are no stupid questions, and we are always here to help you! (see contact information on page 38).

WHO ARE YOU?

On the next pages, we present you with 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 within our group.

Who knows - maybe you have a lot in common with "Video Vadim", aspire to be like "Influencer Iris", or you dream of becoming an "E-commerce Eric"?

Our personas are, of course, deliberately caricatured, so take them with a grain of salt and not as a checklist to be fulfilled in order to fit the role. The only thing you must be to fit in is someone who thinks that the internship you are applying for sounds really exciting.



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

- ✓ You are a true grammar nerd and know correct grammar like the back of your hand
- ✓ You cannot live without structure. You even ensure that there is a right ratio between raisins and oats in your muesli
- ✓ You love the social media life and know the ins and outs of deflecting a SoMe shitstorm
- ✓ Facebook Ads Manager is your life companion and you get a kick out of achieving great CTR's and CPC's on your paid campaigns



- ✓ You get a kick out of interacting with both cat-loving Carina and sourdough-Lukas in the comment sections
- ✓ You know all the it- influencers' shoe sizes, their favourite brunch spots, and their children's first names
- ✓ You have a finger on the pulse when it comes to all things TikTok
- ✓ If you were to take three things with you on a desert island, it would be your iPhone 15 Pro Max, a ring light and your sponsored vintage designer sunglasses

ARE YOU A CLIENT-CARL OR A PROJECT-PRIAH?

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



- ✓ You own the coolest bullet journal and could spend hours documenting 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 a cake for her daughter's birthday
- ✓ 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 GRAPHICS-GRETA OR A VIDEO-VADIM?



- ✓ You are an Adobe expert, and your friend in need is called pencil tool
- ✓ You cannot be in a meeting without drawing doodles - which are so good they should be displayed in an art museum
- ✓ When you describe your favorite color, you speak in color codes
- ✓ You love to think big and say things like: "Yes, great idea. This must be how the ceiling of the Sistine Chapel came to be"

- ✓ You believe that every picture has a heavy and a light side
- ✓ You want to develop your skills as a producer, editor, animator or something related to this
- ✓ You can turn a boring brief into a creative, jaw-dropping masterpiece
- ✓ You have an intense love affair with programs like Lightroom and 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 ZV-E10II and your Photoshop subscription



ARE YOU A DATA-DORIS OR A STRATEGY-SEAN?



- ✓ Your analysis-eager brain cannot 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 reflective and cannot help but relate yours 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 something that is 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 ERIC** OR A **MEDIA-MARIAN**?



- ✓ 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
- ✓ 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 confuse your parents at family gatherings with buzzwords and references to your work.
- ✓ If you were to take three things with you on a desert island, it would be your smartphone, Google and ChatGPT



ARE YOU A PR-PAIGE OR A COMMUNICATIONS-CHRIS?



You live and breathe for the written word, and often shed a tear when you read a well-written article or social media post



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



Even though you are neither an influencer nor a reality star, you have a good idea of how to generate good publicity



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 management 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%

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

82%

SAY THAT THE
INTROPROGRAMME IS
GREAT OR REALLY GREAT*

95%

SAY THEY HAVE RECEIVED THE
NECESSARY SPARRING WITH
COLLEAGUES DURING THEIR
INTERNSHIP*

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

"I could not have wished for more. Such a great experience."

"Steep learning curve."

"I got to work directly with clients as an advisor and not just as an extra pair of hands to execute on different well defined tasks."

... AND SO DOES THE STATEMENTS!

"Love my Manager. Really cool working with other interns. Case-competition was great."

"GroupM provides the best toolbox for working at an agency. 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."

"I got to put my education into practice and got an understanding of how to work in an agency and what it entails. In addition, I tried many different tasks that have given me many new skills. That's awesome, I think."

"My internship supervisor did an amazing job and was great at introducing me to the different tasks and explaining them to me in details. It gave me a lot of responsibility. My supervisor was extremely attentive and good at including me in social activities as well."

**DEVELOPED AND
ILLUSTRATED BY**

group^m

