

# THE AGENCY

Application Fall 2017: **Due September 7, 2017 to Stauffer-Flint Room 201**

Name: \_\_\_\_\_

Year in School: Freshman | Sophomore | Junior | Senior | Victory lap # \_\_

Major(s): \_\_\_\_\_ Minor(s): \_\_\_\_\_

Email: \_\_\_\_\_ Phone #: \_\_\_\_\_

Have you been or are you currently enrolled in Agency 1 (J500/J260)? Yes | No

Are you able to attend meetings on Thursday evenings? Yes | No

What department(s) are you most interested in at The Agency? It's okay if you don't know now:

Research & Strategy | Creative | Account | Social Media | Analytics | Production

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Going forward:

Update your resume, including any experience/examples of work with Adobe programs.

Update your Outlook Calendar for this semester with your class schedule, work schedule and any other obligations that you have. **This is how we will be in contact with you to set up an interview.**

To set up your calendar:

1. Login to your KU email.
2. Click the second tab on the blue bar, "calendar"
3. Make sure to set all of your events as recurring events, there is a function to do this when you first type in an event.

Consider:

What are you looking to gain from joining The Agency team?

What unique skills can you offer to The Agency?

**Thank you!**

\*Often times Thursday nights are the most convenient times for all group members to meet. Because it is common for students to have other plans on Thursdays, our meetings do not run late or take up your whole night. For The Agency is a full-functioning

firm with clients that pay for our work and thus require our best, we do expect a level of commitment that would entail the prioritization of attendance.

## **Team Descriptions**

- Research & Strategy | Researchers and Strategists look at more than just numbers; they see how the data and facts can aid in creating a strategy for our clients. Utilizing secondary & primary research, we will try to understand the consumer to help the creative team develop a vision for the client's product/brand.
- Creative | Creatives find the crosshairs between market strategy, a company's objectives and a brand's personality. We breathe human vision into a campaign through innovative and unique ideas. Join the brainstorm and experience the sparks that erupt when imaginative minds collaborate.
- Account | Account team members are the liaison between The Agency and our clients. We are the organizational unit that keeps the work on track and on brand, all while making sure the goals and visions of the clients are perfectly met.
- Social Media | Social media strategists works closely with our strategy and creative teams to design and produce creative content that embodies our brand.
- Analytics | Data makes the world go 'round. Analytics deals with the collection, manipulation, and presentation of information and data in order to answer questions.
- Production | Bring the story of each campaign to life through production. Work with DSLR's, 4K video, composition, lighting, screenwriting, audio engineering, and editing. Experience the workflow of a real set.

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## **Commitment Expectations**

The Agency is a full-service advertising agency with clients who pay us for our work. Therefore, we require from our members a level of committed that would be expected at a non-university-based firm. In an attempt to be very upfront about the level of commitment required as a member of The Agency we have included a list of our expectations for members.

Attend weekly meetings

Generally 1-3 one-hour-long meetings a week (varies by team and project)

3 excused, notified and verifiable (with documentation) skips allowed before termination

Members are expected to arrive prepared for meetings

Attend an one-hour-long all-Agency meeting twice a semester

Email team members back within 12 hours

Keep their Outlook calendar updated at all times

Abide by our social media and confidentiality agreement