

Executive Summary
Jenna Lee Scott- Walrus

This summer I was thrilled to discover I would be the new business and account management intern at Walrus, a small advertising agency based in the heart of New York City and owned by Frances Webster, C'95. It was a perfect fit not only because of the opportunities that arose from living in a great city, but I found that I greatly enjoyed the relaxed atmosphere and innovative ads they were producing for a wide variety of clients.

The majority of my internship revolved around creating and managing potential client databases, competitive research, and market analysis. This summer was a busy time for Walrus as they had just landed the Fourth Wall Restaurant Group, were putting the finishing touches on the ads for the New York Food and Wine Festival, constantly creating ads for the 2010 campaign for CW-X, a sports apparel group, and were also working on a pitch for Russian Standard Vodka. This summer working along side Ms. Webster provided a clear view into the responsibilities of a CEO of a small, yet successful advertising business and the work that goes into landing a client before any thought-provoking ads are even conceived. It also showed that the size of the agency does not dictate whether they are capable of landing a large client, but the focus is truly on the work the group is capable of creating. Additionally, I quickly discovered that potential client research and reconnaissance would become my favorite assignments. As a history major I love research and delving into topics, and I was often given the opportunity to look into products and ideas and to give a report on my findings. Discovering facts that the CEO hadn't confirmed or even known about was thrilling; I felt very much a part of the agency and that my research was relevant and not merely busy work.

Ultimately, this internship was a positive experience that I feel very grateful to have been part of. It was a comprehensive and priceless view into the advertising world.