

Media Velocity Application

If creating meaningful connections between customers and brands sounds like your thing, join Martin Williams as a member of the Engagement team. We dig deep into research and data to gain an intimate understanding of our audience, which helps us uncover insights to inform messaging and media. We work tirelessly to develop unique, creative media plans that deliver real results for our clients. We constantly challenge ourselves to invent creative activation extensions that go beyond the typical media wheelhouse, thinking across owned, earned and paid media.

So, if you're curious about what makes people tick, brands relevant and marketing memorable in the modern world, you could be a great fit for this role, and we'd love to know more about you. Please complete the following application questions, and be sure to be concise and clear with your written communication.

1. Pick two marketing tactics you've seen recently, and describe why you think they were brilliantly placed to connect with you, and what you believe is the desired measurable action the advertiser is hoping consumers will take based on the tactic.
2. Please give an example of a current marketing tactic that you believe was driven by strategic thinking. What do you think the business or brand challenge was? What do you think the consumer insight was that led to the idea?
3. We often need to find out more information about a very specific audience. If you were tasked with understanding how corn/soy farmers use their mobile devices, what might your process look like?
4. Please tell us how you learned about the Martin Williams Velocity Internship program.

That's it.

Your application deadline is **March 15, 2019**.

We'll review all of the applicants' submissions and let you know if you've made it to the interview stage in April. Send your cover letter, resume and completed application to:

Martin|Williams Hiring Committee
150 South Fifth Street
Suite 900
Minneapolis, MN 55402

Thank you for applying to Velocity; we are glad you did. Good luck, and we look forward to seeing your work.