

**THE  
GRADUATE'S  
GUIDE TO  
CARAT 2011:  
REDEFINE  
YOUR  
MEDIA  
CAREER**

# REDEFINE YOUR MEDIA CAREER

Starting a career in media has never been so exciting. Join Carat and you'll discover an industry where new digital technology is rewriting all the rules:

- Each year, more old marketing models become obsolete.
- Every month, people find new ways to experience and interact through media.
- Day by day, brands find it harder and harder to connect with consumers.

To the world's leading marketers, media has never seemed so complex. But where some see challenges, we see opportunity.

In this new era of media, Carat is changing the game. We are redefining the value of media to build our client's businesses.

We create communications ideas and make them happen across every possible channel - from social media to TV to sports sponsorship. And as Campaign magazine's Global Media Network of the Year, we've been having great success from doing so.

We're growing and need talented, flexible and open-minded graduates to be our next generation of leaders. We want bright sparks who can quickly understand everything going on in media and marketing communications, then help our clients exploit these developments. We're looking for people who thrive on creating fresh and effective approaches in a dynamic working environment.

Are you interested in media and advertising? Do you expect to get at least a 2:1? Are you motivated and enjoy working within a team? If so, then Carat might just be the place for you...



Welcome to Carat, the UK's leading independent media agency. Based in central London, we think we're a special place to work, with a fun, fast-paced environment.

We asked our recent grads how we should write this guide. After all, who could be better qualified to comment? They suggested that we give you a real view of Carat – from people just like you. So we kept the corporate blurb to a minimum and devoted most of this book to the real, uncensored words of our graduates. So you can see what Carat's like inside.

# OUR GRADUATE'S GUIDE

Who are we looking for? Well, it doesn't matter if you have media experience or not. We're looking for the next superstars of our business. Bright and enthusiastic grads who can change the future of media communications.

If you're ambitious and talented, we will develop and reward you every step of the way.



# REDEFINE THE VALUE OF MEDIA

Once upon a time, media was a small kingdom. What few communications channels there were – TV, radio, cinema, press, outdoor – were well-known and easy to navigate - one approach – the mass-marketing model worked for all.

We're now in a new era of media. From iPhone apps to Facebook, there are now many more channels and many more marketing models. Bought media is just one part of the puzzle. Owned media (an advertiser's own websites, sponsorships and publications) and earned media (the conversations people have about a brand on social networks for example) are just as important. Planning a campaign starts with an idea instead of an ad.

These ideas can be of incredible value to clients. Devising them and making them happen is what we do here at Carat. We create and execute media plans that harness

bought, owned and earned media and make them all work in perfect harmony. We specialise in understanding and exploiting every media opportunity there is. Carat is redefining the value of media to build our clients' businesses.

Since we were founded in 1972, Carat has grown to become the world's largest independent media specialist and the market leader in digital advertising. Owned by the global marketing giant Aegis plc, the Carat network is more than 4,800 people in 63 countries worldwide – with 300 of us here in London.

We see you as the future of Carat. We aim to offer more graduate places than anyone else in media or advertising. Join Carat and you'll be joining an award-winning agency that creates and delivers ground-breaking media solutions for big brands.

# THE VALUE OF INTEGRATION

Carat is an integrated media planning & buying agency. We have the widest range of specialist media services and are the best at linking them all together. We get to see the big picture, acting as the hub of our clients' marketing activity and leading collaboration with other agencies – creative, PR, direct marketing, sales promotion, web-build and so on. We do the basics of bought media better than anyone else: planning and negotiating advertising opportunities on TV, cinema, radio, newspapers and magazines. But that's just the beginning.

We lead the world in digital media. In the UK, we do more paid-for search marketing and search engine optimisation than most other media agencies. We specialise in everything from social media to mobile phone advertising.

We are also long-standing UK market-leaders in media research. We have our own award-winning quantitative and qualitative techniques, which enable us to understand consumers and their changing media habits the best.

We are the UK market-leader in sponsorship and experiential marketing, managing all of British Gas' £15m sponsorship of British Swimming and Vauxhall's ground-breaking partnership with Football.

Having outstanding specialism such as these is nothing without the ability to bring them all together into a powerful communications plan. That is what Carat does best. We are uniquely structured into six business groups which plan campaigns across all media. Instead of the media silos of many other agencies, this integrated structure enables us to execute truly groundbreaking campaigns.

As a graduate within one of our six business groups or eight specialist implementation teams, you will be exposed to an incredible breadth of knowledge and expertise. The training on offer and opportunities to learn and develop within our talent framework are second to none.



# CREATE AWARD WINNING WORK

By redefining the value of media to our clients, our work is consistently recognised to be among the most innovative and effective around. Over the last five years, we have won more major marketing and media awards than anyone else. Join Carat and you will be leading the marketing strategies of major UK advertisers. Here's a few highlights:

**Campaign Global Media Network of the Year 2010.**

**Campaign Media Awards 2010: Media.**

**Campaign of the Year: British Gas.**

**Campaign Media Awards 2010: Gordon's Gin.**

**Campaign Media Awards 2010: British Gas.**

**Mediaweek Awards 2010: Royal Navy.**

**Mediaweek Awards 2010: Santander Abbey.**

**Mediaweek Awards 2010: Gordon's Gin.**

**Marketing Week Engage Awards 2010: Disney Pixar.**

**Marketing Society Awards 2010: British Gas.**  
**Field Marketing and Brand Experience Awards 2010: adidas.**

**Cannes Media Lions 2009: Sponsorship: Gordon's Gin.**

**Cannes Media Lions 2009: Mobile: adidas.**

**New Media Age Awards 2009: Best Retail Campaign: Littlewoods.**

**New Media Age Awards 2009: Best Media Campaign: Telegraph.**

**New Media Age Awards 2009: Best Charity Campaign: Save the Children.**

**Marketing Society Awards: Excellence in Ethical Marketing: British Gas.**

**Campaign Media Awards 2009: Financial, Corporate & Utilities: British Gas.**

**Meribel Ad Festival Media Cristal 2008 adidas.**

**Campaign Media Awards 2008: Media Campaign of the Year: Gordon's.**

**Mediaweek Awards 2008: Grand Prix: adidas.**



# ACHIEVING REAL BUSINESS SUCCESS

If you join us, you'll be joining an agency that is leading the media industry.

We won more than £50m of new business last year, making us one of the top-performing UK agencies. We also retained major clients including British Gas, Arla Foods and Alberto Culver.

So far in 2011, we have already been appointed by eBay as their first ever pan-European media agency.

Carat also leads the industry in how we make money from new and non-traditional media opportunities – such as digital, search and econometrics. More than 40% of our income now comes from this area – more than any other agency. Last year we won more than

11 digital and SEO briefs, our sponsorship revenues grew by a fifth and our experiential business was up 60% year on year, an incredible achievement. Little wonder that Carat was ranked the world number one for "digital and diversified services" by the independent benchmarking group RECMA.



Within each of our six business groups, **planners** devise powerful media plans through a broad understanding of all media. They draw on the expertise of our eight specialisms in performance, broadcast, digital activation, search, sponsorship, print, social and mobile. These **specialisms** are centres of excellence for the implementation of a particular medium.

# ROLES AND SPECIALISMS

During selection, you'll choose to be a planner or a specialist in one of the above areas. Once you have established your career, you can change discipline and broaden your experience. Whatever you choose, you'll be getting involved with clients.

**Planners** live our clients' brands – listening to their needs, taking briefs, creating media strategies and co-ordinating with our specialists, our group companies, as well as external agencies such as creative agencies and PR agencies.

Our specialist **search** team is the biggest of any integrated agency, conducting natural and paid-for search engine marketing and optimisation strategies for major clients such as Vodafone.

Our **print** and **broadcast** specialists implement clients' media plans by negotiating advertising space in TV, national and regional press, magazines, radio and cinema. They receive wide training across media markets and work closely with trading counterparts at media sales houses to deliver innovative, best-value media solutions.

**Sponsorship** specialists provide association-marketing solutions across a variety of media,

experiential and event platforms. With over 50 clients such as NIVEA, British Gas and Vauxhall actively engaged in sponsorship programmes, they offer best-in-class service.

Our **performance** specialists experts are dedicated to clients who use advertising to drive a direct response – such as calling a phone line or visiting a website, working for advertisers, such as Littlewoods, who are changing their business models all the time.

Our **digital activation** specialists implement cutting-edge solutions across a broad range of digital activity including everything from Spotify playlists to flash annotation of video-on-demand.

Our **search** and **mobile** specialist teams are growing fast and manage exciting campaigns for clients such as adidas, Telegraph Media Group, Vauxhall Corsa and Smirnoff.

Finally, we provide market-leading **research** and **evaluation** services to clients. Our specialists perform multi-media marketing evaluation; quantitative and qualitative consumer insight; research consultancy and media insight, all to show clients how their communications are working (or not!).



## GREAT WORK

# ROYAL NAVY ENGINEERS

### Client

Royal Navy.

### Brief

With a budget of under £250k engage quality engineering candidates to not only consider, but also sign up to the Royal Navy.

### Insight

Engineering finalists were incredibly sought after by the private sector, so we needed communications which interactively showcased the Navy's technology credentials and what the Navy could offer that no other engineering job could.

### Strategy

Develop a high end digital experience to deliver on both credentials and experience, which could engage with their technology driven lives.

### Execution

The Royal Navy "Engineer Officer Challenge", developed with 10 RN Engineers to generate real-life scenarios for 5 interactive challenges. After each challenge players were served videos to show the consequences of their choices.

The challenge was hosted on Facebook and iPhone, with scores submitted to a leaderboard on the main Navy website to engage entrants further.

### Results

The campaign reached 82.3% of 16-34's "who are degree educated or in the process of acquiring a degree", with 71,000 iPhone downloads, 74,000 players, 751 visiting the application page, 295 applications and all 70 spaces filled in training (with a rare result of a reserve list). This campaign won Gold at the Media Week Awards 2010.



# GREAT WORK BRITISH GAS SWIMMING

## Client

British Gas.

## Brief

Create a positive consumer experience to drive Net Promoter Score in the face of negative customer experiences.

## Insight

"Alpha Mums" and "Weekend Dads" were the key decision makers and negative perceptions of British Gas made them likely to switch suppliers. For resonant positive experiences, we needed something enjoyable and integral to their lives.

## Strategy

Swimming offered scale, suitability, synergy and appeal for our audience, so we shredded the media agency rule book, cut £15m of initial ATL budget, and conceived and negotiated every element of an unprecedented partnership with British Swimming.

## Execution

We took the campaign from "paddling pool to podium", with "FREE Family Swim", "Pools 4 School" and "Dual in the Pool" initiatives, as well as being the principle partner of British Swimming, sponsors of the Great Swim and using Rebecca Adlington and Duncan Goodhew as brand ambassadors.

## Results

In the first 12 months prompted awareness reached 22% for customers and 18% for non-customers (vs 10% targets). Detractors reduced from 35% to 28%, and 8% of the UK population became more positive towards British Gas. This campaign won the media industry's highest honour, Media Campaign Of The Year, at the Campaign Media Awards 2010.



## GREAT WORK

# SANTANDER ABBNEY STUDENT

### Client

Santander.

### Brief

Get 10,000 students to sign up to an account by communicating a 'free £50' offer in a market where Santander were underperforming.

### Insight

Students love 'free', but don't trust banks or their communications.

### Strategy

We needed to demonstrate how useful and important this cash could be – we wanted to get Students talking to each other and promote the value of this cash. Carat's idea was to create the world's first financial services social-media application.

### Execution

Part 1: Online competition where anyone who interacted could win £50 every hour for a month, designed to use peer to peer to drive share of voice from limited budget.

Part 2: 2 stage fan scheme using a Facebook competition supported by student bloggers, journalists, university entrants designed to create social momentum followed by a £50 win frenzy designed to re-use recruited fans and expand the audience via seeding.

### Results

Sales target exceeded by 42%! This campaign won Silver at the Media Week Awards 2010.



# GREAT WORK GORDON'S THE FRIDAY

## Client

Gordon's Gin.

## Brief

Turn flat off-trade sales into growth by giving lapsed drinkers a reason to drink Gordon's again.

## Insight

Lapsed Gordon's drinkers were hard working people who valued their weekends. As a legendary aperitif Gordon's greatest asset was its ability to signal the "start" of something, so we identified Friday to "put Gordon's at the heart of weekend anticipation".

## Strategy

Our audience were rejectors of drinks advertising, so we needed to find a partner to help us physically "put Gordon's at the heart of weekend anticipation".

We partnered with The Telegraph, a trusted partner, to create The Friday, an entirely new and unprecedented pre-weekend newspaper packed with "weekend inspiration".

## Execution

With a dedicated editorial team, we were able to create a 16 page full colour free tabloid, to run for 6 weekly editions over the summer, to be distributed to commuters at UK mainline rail stations before the crucial Friday transition moment. We were able to place quality weekend inspiration into the hands of our consumers.

## Results

With over 1m copies distributed every week, we delivered a 41% opt-in to the Gordon's database, over £500k of additional media value and most importantly drove off trade sales by 19%. This campaign won Gold at the Campaign Media Awards 2010.

# MY CARAT





“

I was incredibly lucky to have been able to join the Print team at Carat fresh out of a great three years at university. Ready for a new challenge (in the real world of work), Carat has given me just that. In my first week, not only was I helping with briefs and receiving training from the get-go, but I attended a media owner presentation and a top magazine fashion awards night. Talk about a varied work schedule!

# ALEXANDRA WALKER **GRADUATE, PRINT**

University of Sheffield,  
BA Journalism Studies

The first few months went by in a blur of hard work, excitement and the realisation that the media is unlike many other 'normal' jobs. The fact that in one day you can have a client meeting where you are given a brief, then be meeting a media owner for lunch and then be back writing and planning a campaign in the afternoon, definitely makes you realise just how diverse and enjoyable work in the media can be – and that is not even mentioning the amazing parties you are invited to in the evenings! The media industry and Carat in particular definitely have a work-hard-play-hard ethos.

I have worked on accounts such as Johnson & Johnson, Nokia and General Motors for the last five months. I will shortly be moving to work on print for Disney and Diageo (among others). This is a new and exciting challenge which I can't wait to get started on, but it also demonstrates the opportunities that working at Carat will give you, allowing you to push yourself and constantly grow and develop your skills, whilst receiving the training that you feel you need, when you need it.

”



“

I graduated knowing that I wanted to go into advertising so the question I had was “which agency is best for me?”. Having researched across the market, both media and creative, one thing that became really clear was that Carat is one of the best in the industry. I can't imagine many other agencies would have given me the responsibility to manage campaigns and liaise with clients so early in my career, especially for such large and well-known brands. I have had the opportunity to undertake multiple training courses and help has always been on hand through a really good team of colleagues, quite a few of whom entered Carat through the same graduate process so know exactly what it's like entering the media world from a non-media background.

**BARNEY  
PRICE**

University of Exeter,  
BA English Literature

**GRADUATE  
SPONSORSHIP**

Working in sponsorship gives me an opportunity to work across all media platforms, giving me a very broad awareness of the whole media landscape but crucially making every one of my campaigns different. What most attracted me to work in sponsorship was the idea that no two days are ever the same, due to the vastly varying demands that my campaigns expect.

”



# BEN MOUTRIE

Loughborough University,  
BA Retail Marketing and  
Management

## GRADUATE, PLANNING



Throughout my time at university I always envisaged myself working in advertising, somewhere, somehow... despite never really knowing what it would entail, and having no marketing experience whatsoever. Even on the way to my interview, reading Shortlist and glancing at the different ads, I never fully appreciated just how much dedication, passion and sheer knowledge lay behind them.

I've since been given the chance to manage my own campaigns, present to clients and engage with a really eclectic bunch both inside and outside of the office walls. Being part of the Beiersdorf Communications Planning team allows me to get a great understanding of all media platforms, while being constantly challenged and encouraged to deliver bigger and better results.

It's rewarding to work in such a vibrant and ever evolving environment, knowing what I do day in day out contributes to something millions of people will see and act upon.





# CAMILLA TRAFF

City University London,  
MA Media Communications,  
BSc Business, Economics  
and Marketing

## GRADUATE, BROADCAST



When I started looking for jobs about a year ago, the only thing I knew for sure was that I wanted to work in media and communications. When I found out that Carat was recruiting graduates I applied immediately, as I was sure that a media agency would be the perfect place to fulfil that wish. Now I work as a broadcast planner/buyer and since I joined Carat in mid August last year I have worked on both the Diageo and Disney accounts.

What I like about Carat is their hands-on approach to working, which results in you developing skills very quickly as well as a genuine knowledge about the world of media. During the time I have been at Carat I have not only been provided formal training, but there have also been opportunities to get involved in such as the New Business-team where you get the chance to work with people from all different kinds of disciplines across the agency. Last but not least, one of the best things about Carat is without doubt all my amazing colleagues!





Business studies & Communications

# JAMES MCCANN

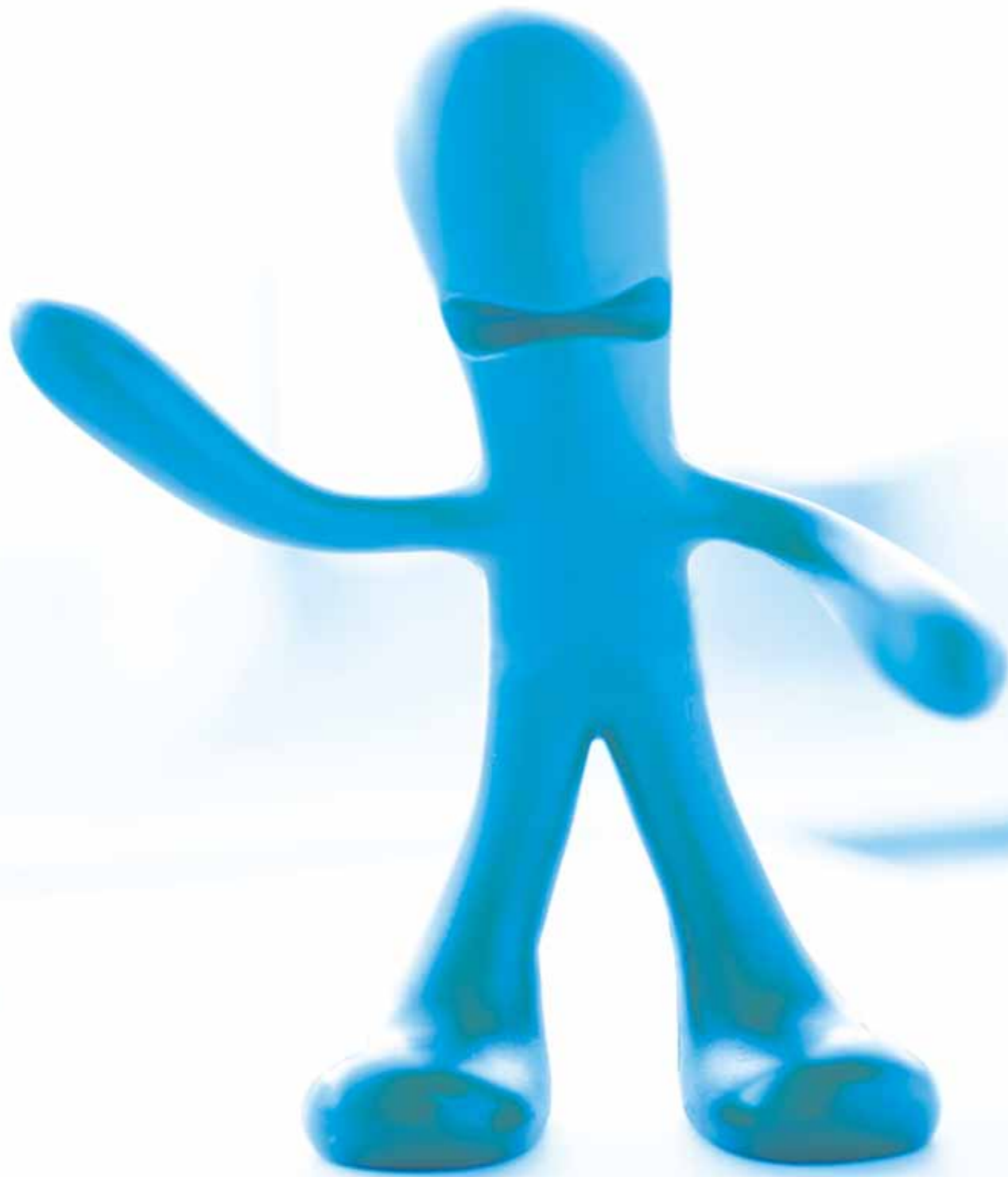
## GRADUATE, BROADCAST



Carat is the perfect place for graduates unsure as to what their next step after University should be. A fun, friendly and energetic place to work, the Carat graduates are offered an invaluable insight into the working world whilst being exposed to real responsibility and involvement with key decisions from day one.

As soon as I started here I was made to feel very much a part of the team. Whether it be through meetings, day to day interaction or one of our many social gatherings, you are able to build invaluable relationships with a wide range of people and integrate yourself into a thoroughly enjoyable working life."





As the first media organisation to attain Investors in People status back in 1997, an achievement we have renewed ever since, we believe in helping all our people to achieve their potential.

**We offer talented and motivated graduates the benefits outlined below.**

Its not all work though – being a great place to work also means letting your hair down – and we are certainly good at that. From our subsidised ski-trip in January all the way through to our Christmas party in December, your social calendar will never be empty!

# REASONS TO BELIEVE

1. When you join as a graduate you will be given every resource and opportunity to develop your career.
2. As Carat is part of Aegis Media, your potential career progression will be unlimited.
3. You will be involved with challenging and rewarding assignments for the UK's leading advertisers.
4. Your career and salary progression will be driven by your performance and ability, and assessed through regular reviews.
5. Your structured personal learning and development programme will include a mixture of structured and on the job learning, mentoring and training.
6. You will receive support to study towards relevant professional qualifications – we spend more per head on training than any other agency.
7. Your starting salary will be industry competitive and you will also receive a superb benefits package.



# WHAT WE'RE LOOKING FOR

As a graduate, you are crucial to Carat's continuing success. So if you do join us, we expect you to make a positive contribution from day one. We know exactly what we want to see in all the high-potential people joining us, whatever their background or level.

**We want people who are talented, motivated and can work well in a team.**

Being **talented** means possessing the essential skills – verbal, numerical and analytical – and the rigorous brainpower needed to handle complex data and complex relationships thoroughly and professionally.

Being **motivated** at Carat is about being flexible, having the strength of character and sense of responsibility to get things done, inspiring trust and energy in everyone around you.

**Working well in a team** means developing the social, business and team skills vital to influencing and engaging other teams, clients and media owners, making sure you deliver results when it really matters.



Our people drive our success as an agency. We don't make tangible products to tell; our services are based on the skills and expertise we provide to clients to make a commercial difference to their businesses. This is why our people are encouraged to develop a diverse array of skills.

For graduates, we invest more than three times our industry competitors on training. It is our aim to nurture great people into exceptional talent. All the training you undertake at Carat is designed to develop the relevant skills at the right time, as you continually grow with us.

# NURTURING YOUR TALENT

We continuously refine and evolve our graduate training and development. This means the portfolio of courses available to you is the most comprehensive in the industry. This is why graduates will learn about Carat's planning approach through intensive training.

We will spend time helping you learn to use the tools and technical programmes you need to succeed in your new role. Soft skills will be developed too, from negotiating to presenting to working on your personal impact and communications technique. Carat is one of a select group of CPD accredited agencies, evidence of our commitment to provide you with what you need to grow in your role each year.



### Where we work

In May 2011, Carat relocates to a brand new state-of-the-art headquarters overlooking Regent's Park and directly opposite Great Portland Street Tube station. The open-plan offices, designed by leading interior designers Morey Smith, will be shared with other UK media and advertising companies within our holding group Aegis Group plc. Sharing a space with more than 1000 of our group colleagues, including glue Isobar, Vizeum and iProspect, will give a "media campus" feel to our building. Just a short walk from Oxford Circus, we are well-connected to the transport network and surrounded by bars, cafes, restaurants and shops.

# WORKING AT CARAT

### Giving something back

We work closely with Breast Cancer Campaign, providing free strategic consultancy and pro bono media planning and buying. Through our annual Wearitpink day and many other events, people from across the agency raise thousands of pounds a year for this charity.

Future Proof is our global program to reduce our environmental footprint as an agency by 20% and invest 1% of pre-tax profit in community involvement of employees. Everyone gets involved in reaching these goals and when you work with us, you will be linked into our online GlobalGiving volunteering community, giving you the opportunity to join colleagues volunteering in society. We get directly involved with two local charities – Time and Talents for Westminster and The Connection. Carat people also volunteer in company time to help primary school children through our Reading Scheme.

You will also encounter Green Beans when you work with us – local champions that are passionate about the environment and find new ways for us to save energy.

We are also developing a green agency service where we work with our clients to improve the world through marketing. In 2009 and 2010, we won several industry awards for "ethical" and green marketing campaigns for clients.

Finally, we are an Investor in People and the sole media agency member of Business in the Community.



# THE BOTTOM LINE

All our graduates start on a salary of £19,000. If you are talented and you perform, you will be rewarded and your salary will quickly progress.

On top of this you will receive our fantastic benefits package – private healthcare, interest-free travel loan, pension, critical illness cover and subsidised corporate gym membership, plus 25 days holiday per annum and your birthday off.



# HOW TO APPLY

## Stage 1: Online applications

You can apply on-line using our application forms at [www.aegismediagrads.co.uk](http://www.aegismediagrads.co.uk)

You'll get a flavour for the graduate opportunities on offer and can submit your application form.

All applications must have a CV attached. To help us monitor equal opportunities, we ask you to complete an Equal Opportunity Form. To take part in our graduate programmes, you must be eligible to live and work in the UK.

Please note that CVs will be screened prior to Stage 2.



# THE SELECTION PROCESS

## Stage 2: First round

Those candidates that get through the application process will then be asked to do a numerical and verbal reasoning test.

## Stage 3: Assessment centre

Those candidates that meet our required benchmark will be invited to attend a half day assessment centre where they will be expected to take part in tasks that involve role-play, group-working, a competency-based interview and a presentation.

## Stage 4: Your offer

Successful candidates will be made an offer within five working days. We always give verbal feedback to successful and unsuccessful candidates.

**Carat is a equal opportunities employer.**



# WHAT HAPPENS NEXT

## So what happens next?

That's enough from us – now it's your turn.

Visit [www.aegismediagrads.co.uk](http://www.aegismediagrads.co.uk) for more information and to submit an online application with your CV.

If you need to get in touch, please drop us a line at [recruitment@aemedia.com](mailto:recruitment@aemedia.com)

NIVEA

eBay



Arcadia Group

DOROTHY PERKINS



PHILIPS



DEBENHAMS



esure.com

Kellogg's



Disney

Johnson & Johnson



THE NATIONAL TRUST

NOKIA



TOPSHOP



PIMM'S

WHSmith

Gordon's



YAHOO!

BLACK & DECKER

ROK



ASDA

Littlewoods



Alberto Culver

Carat  
Parker Tower, 43-49 Parker St  
London WC2B 5PS  
020 7430 6000  
[recruitment@aemedia.com](mailto:recruitment@aemedia.com)  
[www.aegismediagrads.co.uk](http://www.aegismediagrads.co.uk)  
[www.carat.co.uk](http://www.carat.co.uk)

