

This summer I had the opportunity to intern at Walrus, an advertising agency located in Union Square in New York City. Frances Webster, who co-founded the agency with her husband, Deacon Webster, is a Sewanee alumna who offers the internship to a Sewanee student once a year. The small, creative advertising agency works with clients including General Mills, XOJET, The Trade Desk, Bazooka Candy Brands, Emergen-C, Smith & Wollensky, AMC, Wired, and more. The agency prides itself for its “calculated misbehavior,” and their wacky, fun approach to advertising grabs people’s attention and keeps them wanting more.

Like many of my professors at Sewanee, Frances challenged me and she pushed me beyond what I was familiar with in the advertising industry. Working at a small agency like Walrus exposed me to the content produced for the clients on both the creative and account sides. Each week I helped Frances with prospect research for new business clients. I prepared news updates for prospective business clients, managed outreach mailers, and helped maintain the new business client database.

I represented Walrus advertising this summer at the BevNET Live Summer 2016 Conference and the Summer Fancy Food Show in New York City. I scouted out potential food and beverage clients for the agency. As a foodie, I loved this. I talked to several representatives from food and beverage companies including La Croix, Kombucha, Krave Jerky and several new Cold Brew Coffee businesses. I got to taste new drinks and snacks and took note of the popular ingredients and food trends of

2016. I felt as if I served a significant role at Walrus, and was excited to report back my findings to the team.

The project I worked the most on this summer was Walrus' new business pitch for an iconic ice cream brand. I researched the company, brand and their competitors, and I put together a social competitive report to share with the team. Every morning I checked the brand's social media platforms and updated the team with any new information posted on Twitter, Tumblr, Facebook, and Instagram pages. I was specifically keeping a watchful eye for any new sweepstakes and promotions geared towards tweens. I also assisted with presentation preparations and was included in all of the creative and business meetings leading up to the pitch. I scheduled all of the meetings leading up to the final presentation and helped add finishing touches to several of the members' reports. I thought Walrus's work was fantastic, and I really loved experiencing the process of pitching to a prospective client.

I also worked with Walrus' Head of Communications and Public Relations. I spent my days reading newspapers and online news from various markets to keep up with what is changing in technology. Each week I presented a "New in Tech" report during our status meetings to keep Walrus and their clients up-to-date on what's going on in technology and marketing. One of my biggest findings this summer in technology was the new advertising platform launched by Snapchat.

One of the most exciting projects during my internship was watching and participation in the production for an advertising campaign. I spent a day with several members from Walrus at a shoot for two of the commercials promoting a

new cereal. I was fascinated by the casting call, and assisted a food stylist on set. I had no idea the amount of work that goes into a 30-second spot! Who knew the placing of a cereal bowl in a commercial was such a process.

As an American Studies and Art History double major, I have never been exposed to the business world. However, working at Walrus was like taking a business course. I really enjoyed the enthusiastic and hardworking environment at Walrus – it is truly an amazing team of creative, smart, and fun people to work with. While I did fill the coffee pot and run errands, I provided current research for the team, was included in most internal creative and business meetings, interacted with clients, and helped coordinate Frances' schedule. Frances expected me to work just as hard as the full-time employees, and I loved learning about the advertising industry. I have an entire new perspective when I see a commercial, and no longer find myself skipping over them. After this experience, I hope to pursue a career in advertising. Like Walrus' clients, I am eager to come back for more!