

Summer Internship Summary: BrightHouse

For five weeks this past summer, I worked as an intern with the creative team at BrightHouse, LLC. BrightHouse is a marketing consultancy based in Atlanta, GA; it is international in scope, but I worked closely with the team in Atlanta and participated in projects and research with both the creative and strategic sides of the house. BrightHouse partners with companies like Procter & Gamble and Coca-Cola to delve into organizations' ethos and align companies with purpose. BrightHouse has proven that purpose-driven companies do well in the marketplace. Not only that, purpose-driven companies also do good in the world. BrightHouse mobilizes purpose in a variety of capacities to better the world through business.

Founded by Joey Reiman, BrightHouse is the first ideation consultancy. Above the door to Joey Reiman's office are five letters: T, H, I, N, K. Every day during my internship I was challenged to think. Whether I was sitting at my desk crafting a presentation for a client meeting or working on the roof deck with the Atlanta skyline as my office, I was challenged to stretch, ponder, and try. To think deliberately, creatively, and significantly is an endeavor that I originally imagined as solitary, but the BrightHouse office is home to a dynamism that invites discourse, questions, and enthusiasm. I gained such a breadth of knowledge about business and I was able to apply that to another passion, writing, while I helped articulate marketing deliverables. I also learned about book publishing as I was recruited to engage in research regarding Joey Reiman's upcoming book, *The Story of Purpose*. My internship culminated in a presentation to the BrightHouse team on a topic that I chose and researched throughout the summer.

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September 16, 2012
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As the creative intern, I was fortunate enough to be engaged with ideation sessions and the articulation of those ideas through writing. Through these sessions, I also learned that if something is worth being said, it is worth being said well. I continually worked to research, articulate, and ruminate over my ideas, sharing and learning about myself in the process of learning about each company that we worked with. This summer, I glimpsed the global community of businesses and began to understand that the Fortune 500 companies seen on billboards and television commercials are more than just names or stock prices; they are organizations with important histories. Because of my internship, I have developed a great interest in the business world and want to continue to learn about the topics and companies that I was introduced to while at BrightHouse.