



GWA Junior Agency

The best agencies need good junior staff and it was against this background that GWA JUNIOR AGENCY was launched in 2002 to promote early contacts between agencies and potential staff from the universities.

The idea

Students work together with an agency on specific case studies for a semester whereby the task is to be carried out in cooperation with students from a business and from an arts faculty. A GWA coordinator organises this working relationship.

The goal

Participants learn about the work of an agency from practical examples and familiarise themselves with team work, competitive situations and interdisciplinary collaboration. At the same time, they make contact with agencies and their clients.

The task

Complete communication concepts (market analysis, strategies, communication measures, implementing media plans) are to be prepared within a semester. The best results are presented along the lines of an agency pitch.

The prices

The presentations are awarded the JUNIOR in gold, silver and bronze on the Junior Agency Day. In addition to a trophy, the winning teams also receive interesting money prizes and a personal certificate.

The jury

An independent jury of renowned agency managers, marketing managers from the industry side and university professors judges the projects.