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FOR IMMEDIATE RELEASE—

MRM Worldwide gives top creative grads a free place to live with the launch of The Apartment.

In the spirit of The Real World meets The Advertising World, MRM Worldwide NY is staying one step ahead in the search for new talent by launching a unique junior level internship program designed to tap some of the freshest creative thinkers..even before they enter the job market.

Called The Apartment, five top students graduating from portfolio schools across the country have been chosen to live rent-free in an apartment funded by MRM. In a program running from June 14th – December 14th, the five graduates will live, work and commute together, riding the L train from their shared Williamsburg Brooklyn loft to the MRM Worldwide offices steps from New York's Grand Central Station.

“We wanted to find a special way to make this an unique experience for top ad school grads,” said Corey Mitchell, EVP Managing Director. “There is a lot of competition for new talent, and a free place to live in New York City with the opportunity to work on global accounts gave us the choice of the best.”

In its first phase, The Apartment intern program will include copywriters, designers, art directors, creative technologists, and user experience designers. The program will be ongoing with a new crop of grads, including strategists, planners, analysts and search specialists.

The teams will be briefed on every client and given the same opportunities as staff mid to senior level teams currently at MRM. Says Mitchell of the Apartment “providing a free place to live really takes the additional pressure off grads entering the job market, and allows them to focus on the work”.

And although each Apartment intern will have an MRM mentor, Doug Speidel, MRM Group Creative Director, says the experience will be “more baptism by fire.” Says Speidel, “interns will begin real work immediately, with responsibility for assignments and the chance to prove their worth. The strongest ones will be given the opportunity for full time employment after 6 months.”

In addition to creative responsibilities, The Apartment interns will be expected to chronicle their experiences through whatever mediums they choose to best tell their stories. “Their inventiveness in this assignment could be the final tiebreaker in choosing the full timers”, added Mitchell.

