

Press Release May 2010

Agencies first career choice for Europe's marketing communications students

Berlin, 7 May 2010: A new Europe-wide survey conducted by EACA among 485 marketing communications students from 25 universities in 15 countries shows an overwhelming preference for a career in agencies, which are seen as creative, challenging & stressful, rather than in media, corporate marketing or other professions such as accountancy, law & banking.

The survey results, which were presented during EACA's annual education conference hosted by the design akademie berlin on 7 May, provide an insight into the aspirations and concerns of tomorrow's marketing communications employees.

Over 65% of the students said they were attracted to an agency career because of the "creative, informal, fun" atmosphere in agencies and because they saw the work as challenging & diverse.

By contrast, the one third who expressed a preference for a career in corporate marketing saw it as "the safe choice", with a solid salary, defined responsibilities, good career opportunities, concentration on a single brand and the chance to be the one making the decisions.

A more marked divergence of attitudes was apparent in the students' reaction to the global recession. Asked whether their priorities in choosing a career had changed as a result of the economic crisis, 83% said no, citing a "passionate" desire to work in advertising, determination to get a job despite the odds & work harder to make it possible. Some students pointed to the fact that advertising will be among the first businesses to recover after the recession, or that advertising is part of life and will never disappear and that the crisis will pass, although this was claimed with varying degrees of assurance.

Of those respondents answering yes (17%), the intention was to study longer, be less choosy & more flexible in seeking employment and to put getting any job ahead of getting their 'dream' job.

Creative agencies came top of the students' career wish list, followed by event agencies, media agencies and, some way behind, digital & PR agencies. Direct marketing & healthcare were the least popular options.

The respondents were all marketing communications students, predominantly in their 2nd or 3rd year of studies, taking degrees in communication management, marketing communications, advertising, PR, brand management, design, business studies, advanced business creation, or international media & entertainment.

The full survey is available at www.eacaeducation.eu.

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The survey was undertaken for the annual conference of EACA's education foundation, EFCCE, with the theme "A career in advertising - Magic or Mayhem? What do marketing communications students think of a career in the communications industry and how can agencies attract and retain the best student talent?"

Speakers sharing their experience on how career opportunities in advertising have changed included Peter John Mahrenholtz, CEO of Drafftcb Germany & President of the German Association of Communications Agencies; Ulrich Proeschel, Brand Director for TBWA Europe, Richard Robinson, Regional Business Director EMEA, Publicis, Sebastiaan van Rijnsoever, Managing Director of Dutch agency Qi, Frances Illingworth, Global Recruitment Director at WPP & Pascale Anderson-Mair, Global HR Director at Publicis Groupe.

Conference delegates discussed recruitment issues from an academic, human resources or student perspective during interactive parallel sessions.

Research papers on social media and the 3 finalists' campaigns in the EFCCE annual student competition, Ad Venture, on city marketing, were also presented.

EACA's annual education conference is unique in Europe as it brings together European academics, researchers, agency representatives and students with a shared interest in education, training and recruitment issues and provides a platform to discuss the future of agencies and how to improve the academia-industry relationship.

EACA has built a solid network of academics throughout Europe via its Education Foundation (EFCCE) created 4 years ago.

"Our Foundation now brings together over 35 universities & schools from 15 countries," said Dominic Lyle, EACA Director General. "Although academia and industry don't operate in isolation, it has proved very helpful to have regular discussions at European level. My member agencies still complain about the difficulties they face in finding new talent and academics often find agencies are not very open to dialogue. It is the role of the EFCCE to improve this relationship."

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Further information at www.eacaeducation.eu

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Note for editors:

About EACA

EACA - the European Association of Communications Agencies - represents 30 national associations of commercial communications agencies, the 13 largest international agency networks operating in Europe, 7 international media agency networks, 11 national associations of integrated communications agencies and the key players in European Health Communications.

About EFCCE

EFCCE - the European Foundation for Commercial Communications Education - was launched by EACA to promote excellence in commercial communications education and research and to further exchanges between the European commercial communications sector and academic partners.