



CENTRAL BALTIC
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PROGRAMME
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EUROPEAN UNION
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INVESTING IN YOUR FUTURE

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Baltic Training Programme



BALTIC TRAINING PROGRAMME


Latvia
2011

My studies

- ▶ Ogres craft secondary school
- ▶ My future profession:
advertising services specialist.



What advertising specialists do?

- ▶ They make advertisements, which you can see on TV, on the streets...
 - ▶ They have to come up with interesting ideas, slogans.
 - ▶ They develop advertising campaigns
 - ▶ They do all kind advertising events—sponsoring, seminars.
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My host-company

- ▶ Kontuur Leo Burnett
- ▶ My host-company was located in Tallin.
- ▶ It is big advertising company.
- ▶ With wide profile, they make commercials on TV, Radio, posters...



Leo Burnett

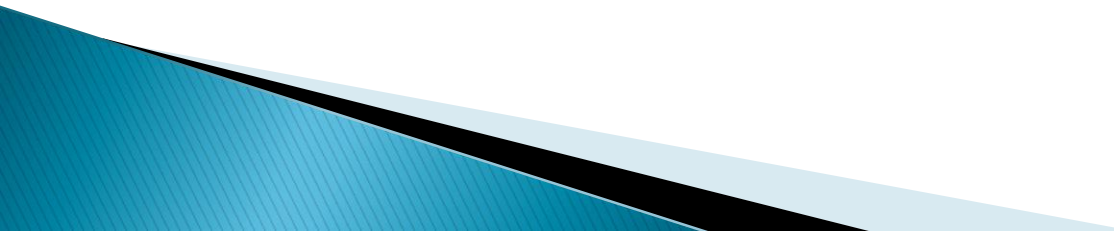
Kontuur Leo Burnett



My office and my tasks



What did I learn?

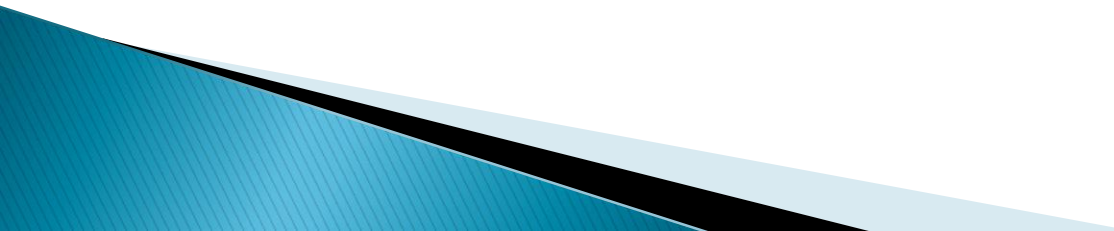
- ▶ I got a chance to see how an advertising agency works;
 - ▶ I saw how advertising agency is structured and how responsibilities are divided;
 - ▶ Advertising specialists work in a team;
 - ▶ I found out how advertising agency budget is structured.
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My project

- ▶ My project was an advertising campaign.



Steps in advertising campaign

- ▶ Need to set a target group;
 - ▶ Description of goods;
 - ▶ Product pricing;
 - ▶ Advertising goal;
 - ▶ Advertising campaign main goals setting;
 - ▶ Need to choose an advertising channels.
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**Thank you for
attention!**

