

MADE INTERNSHIP PROGRAM 2024

AISHA BROWN
DIRECTOR, TALENT PROGRAMS
AEF
ab@aef.com





ABOUT THE PROGRAM

The MADE Program was designed to identify and cultivate the future generation of marketing & advertising leaders.

MADE is a direct response to the 2017 AEF study "Bridging the Talent Disconnect." The study revealed that all stakeholders- academia, students & industry- agree; internships are a critical step to future employment. However, internships often have problems with executive bias or privileged access and students are easily discouraged when navigating our complex industry.

Instead, MADE functions as a "Common App" for marketing & advertising internships, standardizing a complicated process, democratizing access and making it easier for bright talent to enter the industry, regardless of school, major or industry connections.

The MADE Program focuses on who a student *is* rather than who a student *knows*.

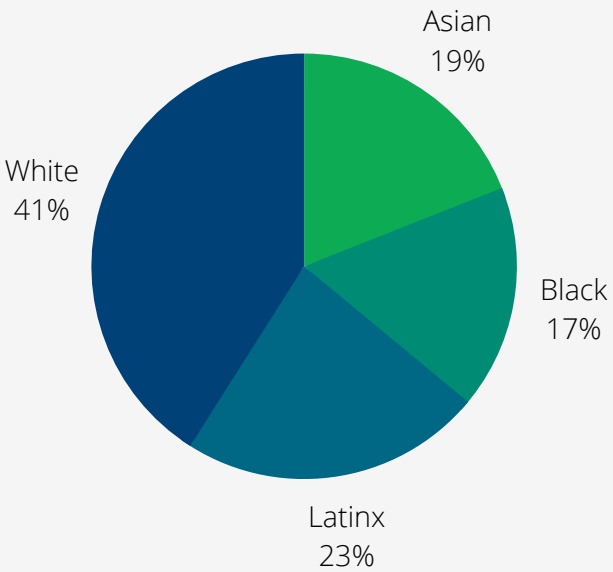
All MADE candidates are evaluated through the lens of leadership potential, critical thinking ability and cultural sensitivity, uncovering a diverse talent pipeline into companies. An academic letter of recommendation further ensures every candidate exhibits intellectual curiosity and analysis skills.

2023 PROGRAM RESULTS



DIVERSITY OF CANDIDATES

Diversity is one of the main drivers of our program. Based on EEOC data, almost 60% of MADE interns come from BIPOC backgrounds.



PARTNER COMPANIES

Some of the agencies, marketers, & media companies that have hired a MADE Intern.



CANDIDATE SELECTION & MATCHING

IDEAL TRAITS:

Leadership potential

Critical thinking

Cultural sensitivity

Diversity of thought

1

The AEF reviews candidate applications including: resume, academic letter of recommendation, and digital interview.

2

Qualified candidates are selected for a live video interview with a senior industry executive including behavior-based questions and a mini-case study.

3

Finalists are placed in our MADE candidate pool and are shared with MADE partner companies based on their hiring criteria. Partners will receive a copy of all application materials including the digital interview.

4

Partners arrange next steps with the candidates they are interested in. Offers are negotiated and extended directly by their recruiting team.

PARTNER BENEFITS

- MADE reduces the time & expense associated with recruiting by providing vetted candidates based on specific criteria.
- Select candidates from a pool that spans racial, ethnic, geographic, and socioeconomic groups, breaking down traditional barriers to finding diverse talent.

“
The candidates you presented to us exceeded our expectations – it was tough to pick from such an accomplished & impressive group.
”

- All candidates are recommended by a professor, guaranteeing a high-level of intellectual caliber & skill.
 - Candidates are exposed to opportunities they didn't know about, increasing employer branding & awareness.
 - MADE Interns receive external training, mentorship, and support to ensure success on the job.
-



2024 PARTNER FAQ'S

WHAT TYPES OF STUDENTS APPLY?

We only accept undergraduate juniors & seniors (graduating between May 2024 and May 2025). They come from all types of universities nationwide, including HBCUs and HSIs. Students encompass all majors including liberal arts & STEM (advertising & marketing too, of course!) We are inclusive to all!

CAN YOU HELP ME HIRE A MADE INTERN IN THE FALL/WINTER/SPRING/SUMMER?

Yes! Although we traditionally focused on summer internships, we are now helping students connect with year-round opportunities. We accept new partners on an ongoing basis, and can work around your specific recruiting needs, including helping you find interns for Fall, Winter, and/or Spring internships.

HOW DO I SIGN UP TO HIRE A MADE INTERN?

We'd be delighted to partner with you! All companies, ad agencies, marketers, media organizations, are welcome to participate. If you're interested, please reach out to Aisha Brown at ab@aef.com.

IS THERE A COST TO PARTICIPATE?

There is no cost to participate if your respective organization is an ANA or University Donor member. MADE is considered an added membership benefit. For organizations not part of the ANA or University Donor membership umbrella, we request a \$2,500 donation to support our HBCU scholarship fund.