

MADE INTERNSHIP PROGRAM 2025

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The MADE Program: Cultivating Future Marketing and Advertising Leaders

Our Mission

The MADE Program was designed to identify and cultivate future generations of marketing and advertising leaders.

Our Origins

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.

Our Candidates

Application Requirements:

- Academic Letter of Recommendation
- Digital Interview
- Resume

Evaluation Criteria:

- Leadership Potential
- Critical Thinking Ability
- Cultural Sensitivity

The MADE Program Approach

Serving as a "Common App" for Marketing and Advertising Internships.

Simplifies a Complex Process:

Our standardized application system streamlines recruitment, saving time and reducing stress for both applicants and employers.

Supports Inclusive Recruitment:

MADE democratizes internship access, welcoming talented individuals from all backgrounds, regardless of school, major, or industry connections.

Facilitates Industry Entry:

MADE offers equitable pathways for future marketing and advertising leaders, fostering pathways into the industry.

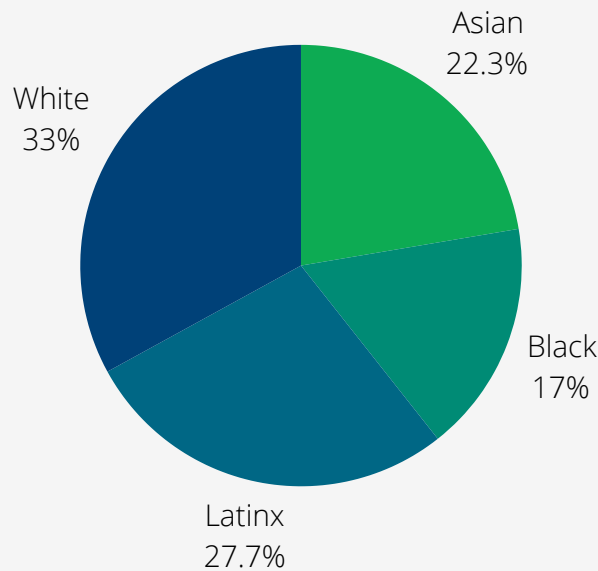
2024 PROGRAM RESULTS

2,300+ total applicants

400+ universities represented

DIVERSITY OF CANDIDATES

Diversity is one of the main drivers of our program. Based on EEOC data, 67% of MADE interns come from BIPOC backgrounds.



PARTNER COMPANIES

Some of the agencies, marketers, and 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 an AEF staff member 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

Strategic Talent Investment: Partnering with MADE allows you to invest in your organization's future by nurturing emerging leaders from the outset of their careers.

Cost-Effective Talent Acquisition: Save on recruiting expenses with access to pre-vetted candidates who align closely with your specific hiring needs.

Diversity and Innovation: Select from a diverse talent pool that brings fresh ideas and perspectives, fostering innovation and creativity within your organization.

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

High-Caliber Candidates: Ensured by top-quality candidates endorsed by professors, demonstrating strong intellectual caliber and readiness for real-world challenges.

Industry Leadership: Demonstrate your commitment to developing the next generation of industry leaders, enhancing your reputation as a leader in talent development.

Long-Term Talent Retention: By providing early career experience and support, you cultivate loyalty and commitment among future leaders who are invested in your organization's success.



2025 PARTNER FAQ'S

WHAT TYPES OF STUDENTS APPLY?

We only accept undergraduate juniors and seniors (graduating between May 2025 and May 2026). They come from all types of universities nationwide, including HBCUs and HSIs. Students encompass all majors including liberal arts and STEM (advertising and 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 and click [here](#) to fill out our partner form.

IS THERE A COST TO PARTICIPATE?

There is no cost to participate, we ask that partners pay our interns.