

interview intel

...preparing you for interview

Company: M&C Saatchi
Level: Entry (Graduate)
Prepared for: Joe Bloggs
Date: 30 June 2009



Welcome

Thank you for using Interview Intel.

This has been researched specifically for you. Armed with insight on the company, the industry, their competitors, clients AND a range of provocative questions you should be confident and ready to make a stunning impression.

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M&C Saatchi

Interview snapshot (minimum you must know)	Key questions they may ask you at interview and suggested answers:
	Q. What do you know about M&C Saatchi? A. M&C Saatchi is a global independent marketing services business with over 1,000 staff in 13 countries, headquartered in London. M&C is an agency specialising in advertising, PR, media planning, consultancy and other related fields.
	Q. What does our company do? A. Helping customers communicate with their audiences so they can sell more or manage their reputation.
	Q. Who are our clients? A. Customers come from a range of industries including banking, consumer goods, public sector and healthcare

Company Information

Company description	Website: www.mcsaatchi.com
	Founded in 1995 by Maurice Saatchi after his exit from the Saatchi & Saatchi group (advertising agency he founded with his brother Charles in 1970). M&C is a global marketing services business with an emphasis on making communications simple. M&C is unusual in the advertising world in remaining independent of the big marketing services conglomerates (Publicis, WPP, Omnicom, Interpublic, Aegis) who have acquired the majority of successful young firms in the western world. Thus M&C occupies an interesting position between the large conglomerates and boutique specialists. The group has been rapidly expanding into new overseas markets. Disciplines include: advertising, media planning & buying, direct marketing, digital marketing, public relations, sport & entertainment sponsorship, brand consultancy, promotion, design.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Basic statistics</p>	<ul style="list-style-type: none"> - HQ: London. 235 staff in London. 18 offices. 13 countries. Over 1,000 staff. AIM listed. - M&C Saatchi is the parent company to multiple operating companies: M&C Saatchi, Audience, Bright Red Oranges, Clear, Influence, LIDA, M&C Saatchi Sport, Walker Media, Talk PR, play, Provenance, Rare. Estimated turnover £700 million. 						
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Customers</p>	<ul style="list-style-type: none"> - M&C has clients across a range of industry sectors, including: Reuters, Porsche, Thames Water, BA, GSK, Transport for London, Royal Bank of Scotland, Betfair, Fosters, Department of Health, Curry's, Halfords - Example: Fosters – objective to get young men purchasing alcohol in supermarkets to return from exotic brands to ‘classic’ Fosters. Mixed media campaign spanning television, online, offline and other digital channels. Fosters Example (click here) 						
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Competitors</p>	<table border="0"> <tr> <td>Abbott Mead Vickers (AMV BBDO)</td> <td>McCann Erickson</td> </tr> <tr> <td>BBH</td> <td>Chime Communications</td> </tr> <tr> <td>JWT</td> <td>Saatchi & Saatchi</td> </tr> </table>	Abbott Mead Vickers (AMV BBDO)	McCann Erickson	BBH	Chime Communications	JWT	Saatchi & Saatchi
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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Topical news items</p>	<ul style="list-style-type: none"> - LONDON As Royal Bank of Scotland pursue efficiencies they have appointed M&C Saatchi as the advertising agency across RBS and Natwest (July 09) - NEW YORK Saatchi & Saatchi New York has filled its top new business development post with Benjamin Bittman, a former global network director at M&C Saatchi (July 09) - LONDON Ticking time bomb threatens the UK advertising industry as a potential Conservative government would mean a huge slash in central government spending on all communications... M&C Saatchi has focused on television advertising for much of the £75m Change4Life health campaign. Future government campaigns might be much more low budget and very different - M&C Saatchi Stories - Google News (click here) 						
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Industry overview</p>	<ul style="list-style-type: none"> - Huge conglomerates to local boutique specialists, the advertising and creative industry has a huge range of employment opportunities, in particular in London, one of the leading world centres by reputation for the creative industries. - The industry was characterised by fast growth in the late 90s and early 00's, with many start-ups appearing as senior figures created new agencies, often taking their client relationships with them. The big conglomerates (WPP, Publicis, etc) are typically acquisitive, often owning several competing agencies within their own groups. - Recent global economic problems have made life difficult for the industry, but not to the extent foreseen by many. However, agencies that rely on public sector revenue could be in for a shock if a change of government occurs. 						

<p>Key skills they look for</p>	<p>Commercial awareness: Advertising, marketing and PR are core elements of commerce thus companies who sell their skills for a living need their staff to have business and industry insight. It will be vital to have an understanding of the ‘marketplace’ in which the customers exists and an awareness of competition.</p> <p>Influence & Communication skills: All types of communication skills (written, verbal, visual, listening) are likely to be required. All roles within the sector require elements of communication, from create an image representing a client or product through to understanding client needs and generate a brief to getting your point across in the finance team. You will need to be clear and persuasive as well as listen to the requirements of others while making recommendations of your own.</p> <p>Innovation and creativity: When promoting and selling products, companies or people for your clients you will need to develop new ideas, options and solutions. You will also need to challenge the accepted way of doing things and work hard to convince people.</p>						
<p>Key people</p>	<table border="0"> <tr> <td>Moray MacLennan (Global CEO)</td> <td>David Kershaw (CEO)</td> </tr> <tr> <td>Jeremy Sinclair (Chairman)</td> <td>Bill Muirhead (Exec Director)</td> </tr> <tr> <td>Maurice Saatchi (Executive Director)</td> <td>Jerry Wales (Finance Director)</td> </tr> </table>	Moray MacLennan (Global CEO)	David Kershaw (CEO)	Jeremy Sinclair (Chairman)	Bill Muirhead (Exec Director)	Maurice Saatchi (Executive Director)	Jerry Wales (Finance Director)
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<p>Products / Services</p>	<p>Advertising, Creative, PR, Research, Media Planning, Media Buying, Strategy Consulting, Design, Social Marketing, Political Issues Campaigning.</p> <p>All the above services are applied across Ambient, Cinema, Direct Marketing, TV, Radio, Press, Online and Outdoor media.</p>						
<p>Culture</p>	<p>Expect a young, entrepreneurial environment where hierarchy is not important. Client focus, relationships and creativity will be highly valued. As a mid-sized group it may lack some of the comforts of the large conglomerates and could be more exposed than others if it’s reputation changes.</p>						
<p>Questions to ask</p>	<ul style="list-style-type: none"> - What differentiates M&C Saatchi from the large conglomerates, which have huge resources at their disposal? - What differentiates M&C Saatchi from the boutique agencies, which have specialist expertise? - How exposed to the public sector is M&C? - Do the various subsidiaries work together / share resources? - How long do client relationships usually last? - How many people work on an account? What is the structure of the team? 						
<p>Links</p>	<p>The Advertising Association: (click here)</p> <p>Institute of Practitioners in Advertising: (click here)</p> <p>Campaign Magazine: (click here)</p>						

Interview Preparation

Questions you may be asked

General questions:

- What is your favourite advert of all time?
- Why do you want to work in advertising?
- What do you think makes a good advertising campaign?
- Do you know about an advertising campaign which has actually made a company worse off?
- Why did you apply to us?
- What do you know about our company?
- What interests you about the job?
- What do you think we have to offer you?

Your ambitions:

- What are your short/medium/long term goals?
- What are you looking for in a career?
- Where do you see yourself in 2 and 5 years time?
- Describe your ideal employer

Your skills:

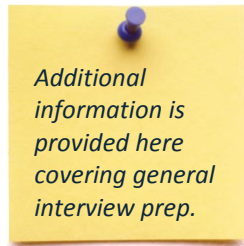
- Why should we hire you? - Give me two clear reasons
- What have you got to offer? - What skills will you bring that we need?
- How do you work best?
- Are you looking for a position with training?
- What has been your main achievement to date?
- What was the most difficult problem in your current/previous position - how did you find the solution? You say you have xxx skills...how did you demonstrate these before?

About you:

- Tell me about your 3 main strengths
- How would your friends describe you?
- What motivates you?
- How do you spend your spare time?

Problem/Sticky Questions:

- What salary are you looking for?
- Why are you changing your career?
- Explain the gap in your work history
- Given your ambition, will you be happy spending time delivering in the role we need filled?



<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Questions to ask the interviewer</p>	<p>Why is the job available?</p> <p>What are the initial priorities of the position?</p> <p>How does the position fit into the organisational structure?</p> <p>How much scope for personal development is there?</p> <p>What is the company's managerial style?</p> <p>What is the culture?</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Questions often asked of graduates</p>	<p>Tell me about your career aspirations?</p> <p>Describe your ideal employer?</p> <p>What did you most/least like about your course?</p> <p>Tell me about your project work?</p> <p>How are your studies related to this position/vacancy?</p> <p>Do you plan to gain further qualifications?</p> <p>How do you spend your spare time?</p> <p>Besides your degree, what else do you feel you gained from college/university?</p> <p>What positions of responsibility do you hold/have you held?</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Prior to the interview</p>	<p>Prepare - Prepare for interview questions, have a few to ask the interviewer, dress well.</p> <p>Identify - Who are you meeting, their titles, relationship to job.</p> <p>Research - Find out what the job entails.</p> <p>Plan Ahead - Get a location map, contact telephone numbers, have money, mobile phone, allow yourself a good 30-60 minutes of additional time to arrive, etc.</p> <p>Check Out - Company brochures or website. Most companies today expect you to have researched their company.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">During the interview</p>	<p>Relax, be friendly and smile.</p> <p>Be positive and enthusiastic.</p> <p>Think about your body language.</p> <p>Don't feel embarrassed about asking for some immediate feedback.</p> <p>Don't discuss salary until you're offered the job.</p>