

CO/PLUS

STRATEGY INTERNSHIP

ABOUT US:

CO/PLUS is a creative business consultancy that is equally passionate about strategy and creativity. We're dedicated to brand innovation that makes a commercial difference for our clients. Speaking of difference - we work with brands in different industries, countries and sizes, and we're a very diverse team, all equally excited about our work. We're a flat organization where the individual's role is defined by their contribution - not by their title, department, or seniority. Whether it's brand, product or marketing innovation, we find and deliver the right idea.

INTERNSHIP DESCRIPTION:

In the Strategy department, you will work with combining strategic thoughts with creative ideas, primarily through desk research, trend analysis, strategy and concept development as well as presentation building. As an intern, you will be assigned a mentor at CO/PLUS that will include you in at least one hands-on project, where you get experience with working with a client, being part of a strategic and creative team as well as carrying out work yourself. The position requires that you are a strategic thinker, and that you have great communication and presentation skills. Moreover, you should be up-to-date with the latest trends in innovation, media, culture and technology. During your internship, you can expect to undertake the following tasks:

- Desk research (both quantitative and qualitative)
- Competition and market analysis (e.g. pricing analysis, trend analysis)
- Strategy development (by participating in brainstorm sessions)
- Strategy presentation / slides building
- Concept development in collaboration with creative team
- Client relation (by participating in e.g. client interviews and client workshops)
- Copywriting (by participating in the development of e.g. brand manuals)

REQUIREMENTS:

- Full command of Microsoft PowerPoint
- Great command of Statista and Euromonitor/Passport
- Enthusiastic and eager to learn
- Autonomous and proactive
- Able to think outside the box and loves challenges
- Fluent in Danish is a plus

INTERNSHIP INFO:

- Duration: 10 weeks
- Unpaid internship

BENEFITS:

- Delicious catered lunch every day in the office
- Fully stocked snack cupboard to soothe that sweet tooth
- Unlimited coffee, tea, or cold drinks to quench your thirst with
- Regular Friday bars and special themed parties
- Beautiful office space in the heart of Copenhagen

SEND YOUR APPLICATION TO RECRUITMENT@COPLUS.COM