

### Contact

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## Z Academy<sup>SM</sup> – Wunderman’s Renaissance approach to global talent recruitment

With more and more agency business focusing on global accounts, tapping the world’s best and brightest young talent is no longer constrained by geography. As the industry shifts toward mobile, social and other digital platforms, digitally savvy talent plays an increasingly critical role in the development of relevant and key marketing strategies. That’s what led us to establish Z Academy<sup>SM</sup>, a program designed for tech-savvy digital and design students across the globe.

Z Academy’s total immersion approach gives students International work experience on multi-million dollar accounts that goes well beyond the experience typical of traditional corporate internships. “Zeds,” as they are affectionately called, join a Wunderman office for a 3-to 6-month commitment and they are immediately assigned to client-serving digital or creative teams. Zeds are not college interns, curious about the industry. They are aspiring professionals, looking to leverage their skills in real work experience. In many cases, they work on the agency’s largest global accounts, such as Microsoft, Nokia, Ford and Citibank. Graduating Zeds are then evaluated and assessed to see if there is a fit for a full time opportunity at a Wunderman.

### Z by the numbers

In 2010, 19 Zeds were placed in Wunderman offices in New York, London, Shanghai and Seattle from three schools in Singapore.

In 2011, Wunderman is recruiting students from nine of the best digital and design schools in the world, from the U.S., U.K., and Singapore. Participating schools include:

- Polytechnic Institute of New York University (U.S.)
- Newhouse School at Syracuse University (U.S.)
- Savannah College of Art and Design (U.S.)
- Central Saint Martins Innovation (U.K.)
- University of East London (U.K.)
- City University London (U.K.)
- Nanyang Polytechnic (Singapore)
- Nanyang Technological University (Singapore)
- Temasek Polytechnic (Singapore)

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More schools are anxious to join and we expect to cycle hundreds of students through the program in 20+ markets over the next five years.

"One of the most unique aspects of the program is that Zeds experience our culture away from their native market," said William Manfredi, EVP, Global Talent Management at Wunderman. "Z Academy is about identifying young talent and the right cultural fit for our agency. These students are full of energy, open to new experiences and expert consumers of digital communications."

The program has already caught the eye of the industry. *The Wall Street Journal* highlighted the Wunderman program for recognizing that in order to keep up with the digital trends it must align with talent coming from the best digital schools in the world.

#### **About Wunderman**

Wunderman is the world leader in delivering clients creativity and innovation. We help brands find the right customers and facilitate consumers connecting with the right brands. *Ad Age* describes us this way: "Wunderman is among the best in the business a hot shop that delivered some of the best work of the year." Our expertise in actionable data, analytics, insights and innovation is matched by our imagination. The result: Wunderman builds their brands, sales and business value. Wunderman is a part of Young & Rubicam Brands, a subsidiary of WPP (NASDAQ: WPPGY). For more information, visit [www.wunderman.com](http://www.wunderman.com)

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## Frequently Asked Questions

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### What is Z Academy<sup>SM</sup>?

Z Academy<sup>SM</sup> is an International renaissance-style learning program for tech-savvy digital and design students hosted at one of the best global digital marketing agencies in the world. To make it happen, we partner with some of the best design and digital marketing schools around the globe in the world.

### Why Z?

We created Z Academy because we understand that in the ever-expanding world of technology, tapping the world's best and brightest young talent is no longer constrained by geography. Networking across the globe is especially important as more and more agency business focuses on global accounts. Marketers are constantly challenged to keep communications relevant for the audience that consumes the majority of content online. Zeds are highly connected, many having grown up using today's most popular digital media, which has earned them the nickname "Digital Natives." Their native technological fluencies are at the core of digital marketing and advertising strategies, and will be a vital asset to our network.

### How does Z Academy differ from the typical "internship?"

Z Academy is not an internship. Zeds are given real work, collaborate with real teams, and are given an extended look into the inside world of a world-class advertising agency. Z Academy marries the digital talents of these aspiring marketers with the marketing prowess of our most seasoned executives. It works because of the reciprocal learning relationship between students and their mentors.

### Which schools participate?

In 2011, Wunderman is recruiting students from nine of the best digital and design schools in the world, from the U.S., U.K., and Singapore. Participating schools include:

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**How does Z Academy fit into the agency’s overall commitment to talent?**

Z Academy receives top-down management support. Wunderman chairman and CEO, Daniel Morel, is among its biggest supporters. Commenting on the program to employees around the world, he said “People make our business successful. They create ideas, communicate with our clients, commit to excellence and get things done. If they don’t, our business suffers. I believe when we commit to programs that reinforce the value our people bring to our business—especially those at the apprentice stage of their careers—we have a greater chance of keeping them over the long term.”

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# MEET THE ZEDS!

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## **Z Academy<sup>SM</sup>: We call them "Zeds"**

### **What kind of work do they do?**

Zeds are immediately assigned to client-serving digital or creative teams and in many cases you will work on the agency's largest global accounts, such as Microsoft, Nokia, Ford and Citibank, depending on the office and need. Zeds can expect to work directly with account directors and creative directors on multi-million dollar client accounts that go well beyond traditional corporate internship. Zeds from 2010 worked on materials for major clients such as Citibank and Colgate.

### **What experience do they have?**

In 2010, Zeds came with extensive training in various design disciplines, including graphic, advertising, interactive, UI/UX, and motion design. In 2011, the program expanded to include advertising (strategy, account management, planning, project management, production), analytics/data (mathematics, statistics, social sciences), and marketing.

### **Where do they work?**

Zeds are matched with Wunderman offices and sister agencies all over the U.S., Canada, Europe, Asia and Australia.

### **Where do they live?**

Zeds live within an easy commute to the office. Housing is covered, and varies based on city.

### **Housing and airfare – who is responsible?**

Z Academy will cover Zeds housing. Airfare will vary case by case.

### **What do Zeds get paid?**

Zeds receive a stipend which will vary depending on location. All Zeds can be assured that it will cover basic expenses, and even some weekend fun.

### **How long is Z Academy?**

We require a minimum 3- 6-month commitment, depending on the school calendar. Because Zeds follow the structure of full-time positions, Zeds work 8-hour day. This is the best way to get the most out of your experience.

### **Is Z Academy actually a school?**

No. It is a part of the Wunderman Talent Management & Global Learning Program.

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