

Personal Review & Evaluation

You would think that after four years of studying the world of Mass Communications that you'd have a good grasp about the field, but I could not be more wrong. Ever since the first day of my internship, I have been constantly learning, unlearning, reflecting, and challenged by the new things that I was faced by in the time I have been at C-Squared Advertising (C2). Ultimately, I managed to maneuver myself through this internship as a fresh graduate of SPU—as awkward and as novice I may be. Nevertheless, here's what I learned along the way.

First off, I learnt that learning does not have to stop once you've received your diploma. Though I've always heard people quote clichés such as “never stop learning,” it never crossed my mind that this saying might be a cliché for a reason—because many people think it's true. Since the very beginning of my internship, it did not take me long to realize how malleable and broad the world of advertising is—malleable in the sense that it's form is ever-changing like it's market, and broad in the sense that it's services can take the form of a million different things. Thus recognizing this while I was getting myself acquainted with the people who work in this field, made me realize how much of a necessity it is to have an unquenchable thirst for knowledge and the willingness to learn in this vast world. Take Brenda Collons, founder and principal of C2, for instance. She had about 18 years of agency experience prior to the birth of C2, and her knowledge about different products evolved as she began to take on different types of clients in her years working at different agencies. And even now, even though she never acquired any formal education in engineering or building products, her knowledge in the field seems to be on par with the people who has spent their lives in the building industry. All because she never stopped acquiring new knowledge in regards to her field.

This brings me to my second learning point: know thy battlefield! With wit, fervor, and charm, Brenda Collons and Heather Crunchie have been running C2 for over 10 years to date. For a while, I thought that their success was to be attributed to their skills, talents, and experiences in the industry. However, as it turns out, the real reason behind their success was the fact that they knew their battlefields and are very well prepared to face them—not to mention go above and beyond in their execution. Brenda and Heather are very knowledgeable about the types of products their clients were trying to sell, and they knew how to work with each of their clients' likes, dislikes, needs, and wants. But what makes them different from other people in the industry is their ability to focus their energy on specific targets that would reap higher benefits for their clients in the long run. They work smart, not hard.

Being an intern, I have also learnt that even though I come in to the office three days a week, this does not mean that there would always be someone to spoon feed me with work and guide me through it everyday. Fact is, people are simply just too busy doing their own work that they do not have the time to “babysit” me as an intern. In addition to that, I have learnt that the advertising industry is a big world, and the nature of the industry requires you to be assertive, well spoken, and active. So it is not enough to just sit around while waiting to be given a task if I want to get the most out of my internship. Knowing this, during the first few weeks of my internship, I opt to make a personal commitment for myself—which is to always submit a task early, to ask frequent weighted questions, and to constantly find tasks that I know will challenge me. As a result of my grit and persistence, the people at C2 has been able to give me more complex tasks—such as media tracking, coverage reports, and media outlet research. I was happy to know that at the end of my internship, a lot of the people at C2 really appreciate

my initiative and efficiency. People at C2 also told me to never stop harvesting that grit and perseverance because that skill will take me far in life, especially in an industry such as this.

Like I've mentioned previously, the past 10 weeks have helped me learn, unlearn, reflect, and get challenged by the newness of this world that I'm getting myself into. And all in all, it has bolstered my understanding and managed to me a mental picture of the great big world of advertising in all it's fame and glory—including it's not so glamorous counterparts. Because the nature of the industry is strenuous, demands constant dedication, and constantly evolving, if not careful, it is easy to find yourself in a place where you are giving too much of your time for work, and began to lose track of what is really important in life (i.e., your relationships, and the people around you who matters most to you).

I was privileged to be able to experience a workplace that honors each of their member's respective lives, and seeks to accommodate a healthy environment where they can work to live, not live to work. When I interviewed Brenda, she claims that part of the reason why she started C2 to begin with, was so that she could spend time with the people most important to her—namely her husband and her kids—because she was unable to do so in her previous jobs. Therefore, she claims that it only feels right to let her employees to have the ability and freedom to live achieve a healthy work-life balance. “When you give, people are bound to give back to you! So call me a giver!” Brenda said.

All in all, though I've acquired a lot of technical skills in my time at C2, I realized that five to ten years from now, it is not the application of theories that I am bound to remember. It's the people, the work environment, and the life values that this place has taught me. I am blessed to get a chance to intern at C2 before I step deeper into my future career in this field. It helps me

set ground rules for myself and sift through what truly matters in life. Because at the end of the day, what shall it profit a man, if he gain the whole world, and suffer the loss of his soul?