

THE
Kennedys

Wieden
Kennedy⁺
Amsterdam

<http://www.thekennedys.nl>

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WIEDEN+KENNEDY AMSTERDAM ARE RECRUITING FOR YEAR 2 OF THE KENNEDYS

WHO ARE THE KENNEDYS?

The Kennedys is a group of 6 young creatives selected to take part in year 2 of Wieden+Kennedy Amsterdam's 6-month apprenticeship program. Year 1 of The Kennedys created and produced real work for both local and global clients such as Nike Football, Women Win, Nuit Blanche, RIMA apparel and EYE Film Institute Netherlands. Operating as an autonomous advertising agency within W+K Amsterdam, year 2 students will again see their work evolve from creative concept through production.

WHY APPLY?

Wieden+Kennedy Amsterdam is 20 years old. We have been around the block, and some, accompanied by some of the best brands on the planet – Nike, Coca-Cola, Heineken and EA Games to name but a few. We learned a lot from year 1 of The Kennedys and are therefore incorporating some changes in 2012, making year 2 even more memorable. All we need now is the very best talent in Europe with which to share our know-how and experience.

WHO'S ELIGIBLE?

We're looking for young talents – doers, makers and storytellers - across all 27 European countries. We require European Union passports and the ability to write and speak in English. Candidates don't need experience in advertising, only a revolutionary mentality.

THE PROGRAM

The group is lead by 16-year W+K Amsterdam veteran and Creative Director, Alvaro Sotomayor. Dedicated mentors will be assigned to oversee the group's work, answer questions, help brainstorm ideas and to encourage success. Participants will refine their skills to create kick-ass campaigns in every medium. Our goal is that by the end of their stay The Kennedys will have produced real work, be it for one of Wieden+Kennedy's clients, or as an independent project for the agency. In addition to what they create, the students will be exposed to presentations from both W+K personnel and artist/designers from around Amsterdam.

WHY THE KENNEDYS?

Creative Director Alvaro Sotomayor said, *"We are so excited to welcome our next 6 candidates into this machine. If you are a doer and/or a storyteller, contact us. The world needs you now more than ever."*

Executive Creative Director Mark Bernath reflects on year 1, *"Among many things, I've been most in awe of their passion to work independently. The sheer range of what they were able to create in such a short amount of time was remarkable. They really inspired and invigorated us."*

WHEN WILL IT HAPPEN?

The Kennedys program will start on June 1, 2012 and will last for a period of 6 months. Applications must be received no later than March 31, 2012.

HOW TO APPLY

Applicants must answer one of three thought starters by March 31, 2012.

"You wake up and you don't know who you are. You can't remember what you do, who you love, or why you are here in this place. But you are happy – purely and joyfully happy. Why?"

"You are walking along a deserted beach and you find a whale..."

Create a story about where you came from, your inspiration or ultimate goal using several of these objects:



For further information on how to apply please visit <http://www.thekennedys.nl>.

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About Wieden+Kennedy Amsterdam

Wieden+Kennedy is an independent, creatively led advertising agency that creates strong and provocative relationships between good companies and their consumers.

Founded in 1992, the Amsterdam office is a truly international agency purposefully built to produce global and pan-European campaigns. Clients include Coca-Cola, Levi's, Heineken, GE, Nike, Electronic Arts, P&G, BASF, Beeline and ESPN. W+K Amsterdam was recently named the world's most awarded advertising agency in 2011 by The Gunn Report.