

Your mission should you choose to accept it ... Part Three

 By [Sean Inggs](#)

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They're fresh, dynamic, highly creative, enthusiastic, full of potential, passionate, untouched and have the will to create. That is probably a good enough breakdown of your average hard working student, not particularly "paper exam" hard workers but the ones that want to get work done, not theorised.

They're the practical based people. The future movers and shakers of our media industry. However there is something stopping these people getting to where they want to go. Over the past weeks I've let you know some of the ways students are held back and treated but that is sure not going to make an ad executive with a big head say "aaaw shame, ok I'll let him/her have a chance".

My ass! So those that have had enough of advertising tradition have to put on their working gear (brain attached) and break-in. No, not break-in like other unemployed South Africans, I mean the legal way. The way that you can beat the big heads at their own game and show them what you have. That's right... use your talents and promote yourself.

Give yourself the title of freelancer in case you're one of those that absolutely NEED a title and take on your first client. Yourself. It's the best client you will probably ever have in your life. I mean you don't have to do any SWOT analysis as you already know what they are. You know your budget, you know you have a talent. Passion is living within you and the world is waiting for your new campaign. Hell, you can also party whenever you want as there is no client service to come down on you.

The main objective is to get publicity. Create your own logo for YOUR brand. Come up with a style which is unique and then look for something that the industry is missing. Believe me there are tons of gaps in the industry. Try get your name everywhere that is related to you and your talents. Come up with a strategy, long term and short term goals. Promote, promote, promote your brand!

Just take note that this brand that you are creating will be one of the longest campaigns you will ever run as you must keep it up till... well, preferably till you die, but it's up to you. Now I'm not going to give you ideas on how to promote yourself as that's your job, you are now the marketing manager/publicist/creative director, producer of "John Doe". Just remember what I said above and exercise what you were taught. Use your initiative.

You must decide whether jumping out a plane is going to get you noticed or spray painting your car in lime green and driving past an ad agency shooting your portfolio into their office with a crossbow and wheelspinning off will do it. It's your brand, it's your ideas, it's your strategy, it's also your ass if anything goes wrong.

If you do it right it will cost money, time, sacrifices and stress sometimes but hang in there. If your campaign is working, soon you should be getting offers to either assist a company or even be offered a position. Always remember to do what you are passionate about and love. If you are asking when you will know that your campaign is working, trust me, you'll know!

Depending on how things go on my side, next week we will have a mission for media students that want to get their hands dirty promoting something REAL besides themselves.

ABOUT SEAN INGGS

A stakeholder and leader in the SA space sector providing marketing, spaceflight, cyber and intelligence solutions.
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