Leo Burnett Launches Seventh Masterclass Internship Program



Leo Burnett Sri Lanka launched the seventh edition of its Masterclass program – a multi-disciplinary five-week internship designed to nurture the next generation of creative talent in the marketing communications industry. Incorporating on-the-job learning opportunities as well as access to client projects and the mentorship of industry professionals, this internship provides an interactive, engaging and structured learning experience. The Masterclass program covers media management, publishing, broadcast production, market research, event management, creative artwork to conceptualization and planning. Interns also have the opportunity to explore different departments and work in agency teams covering project organization, brand management, branding, event management, public relations, client servicing and more. Interns also receive placements at TV production houses, blue-chip conglomerates, newspaper houses, digital production agencies and recording studios. From working on news articles, to getting involved with creative brainstorming for a campaign, to learning about the complexities of media buying and building a brand, interns will have the opportunity to immerse themselves into agency life. At the end of their program, the interns will present a special project in small groups and work together to solve a real brief. Commenting on the internship program, Arosha Perera, CEO, Leo Burnett Sri Lanka stated: “This innovative industry internship provides a unique and holistic learning opportunity for young people who are keen to explore a career in advertising. Not only does it teach them and provide them with an understanding of job opportunities and careers that they may pursue within the industry, it also gives them the chance to broaden their horizons and sharpen key skills such as leadership, analytics, independent thinking, planning and creative conceptualization.”