

SHOW US YOUR TALENT WITH THE EAST END TALENT TEST AND BECOME PART OF THE CREW



Welcome to the EAST END talent test. Here you can prove your creativity, your knowhow and your realization talent. The test is divided into 3 different thematic areas:

- 1.) Your understanding of the term brand experience
- 2.) Your creative intuition and
- 3.) Your talent to get things "out on the street"

Select ONE task from each of the three areas and send it to us in the format of your choice. We accept everything from ppt, pdf, video or event drawings. The main thing is that the substance is right. Convince our Director of Human Resources Nicole Martens (Nicole.Martens@east-end.de) of your passion, hands-on mentality and your ingenuity. Rock'n'roll, off goes a wild ride...say your colleagues at EAST END.

What is a brand experience for you?

1. The Wikipedia Entry

Write and/or illustrate a strong and inspiring Wikipedia entry on the keyword "brand experience".

2. The Elevator Pitch

Convince a Marketing Director in the elevator that an EAST END brand experience is essential for their brand. You have exactly 3 sentences and no more than 2 minutes before his or her attention span lapses. How and what do you say?

Show us your ingenuity:

3. The Festival Concept (B2C)

A well-known insurance company wants to introduce its new liability insurance to a younger target group. For this, brand experiences at big music festivals are planned. Develop a concept idea with an overall theme to bring the festival fans and the insurance company together - as different as they may seem to be at first glance. In your opinion, what kind of activation should take place on site to ensure that it is well-posted on Instagram and Facebook?

4. The Product Launch (B2B)

Beer consumption in Germany has been on the decline for years. A traditional brewery wants to counteract this trend and has decided to develop a new organic beer variety with ginger extract. With this in mind, develop a concept for the product launch of the new beer at the national sales conference and inspire the 200 sales representatives and guests. Derive a motto and 2 to 3 implementation ideas for the presentation, plan a campaign stand on site and further activities, so that the sales team is highly motivated to put the new beer on store shelves and restaurant menus.

Put it out on the street:

5. The Favorite

Which innovative technology do you really want to implement at an event and what about it fascinates you? How do you go about transforming something totally new from theory to practice? And why has no one every accomplished it before?

6. The Teamwork

In our company, many different areas work together hand in hand. Combining departments, different expertise, complexity, timings and processes, security concepts, approvals and sensitivities requires management skills and organizational talent. What are your best tricks to keep yourself and your team on top of things to get your project on the street "on time, quality & budget" - without being detrimental to the mood?