

Leo Burnett



How things
went about at
Leo
Burnett...

What's on the Menu?

A little bit of your time for brief introduction.

Leo Burnett= Mission.

Place?

Challenges

Recommendations?

What we learnt?



Supervisors?

MS&L Mission.

How many are they?

Public or private?

Clients?

Career objectives?

Asma's tasks

Our views?

Zainab's tasks

More from ZU?

BRIEF INTRO



Leo Burnett-founded in 1891-1971.

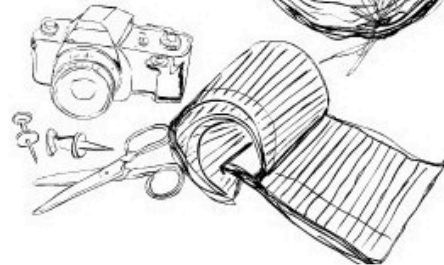
They created many famous icons such as:-

- *The Marlboro man
- *Modhesh

"When you reach for the stars you may not quite get one, but you won't come up with a handful of mud either."

Leo Burnett

Leo Burnett



leo burnett's

mission



The humankind

“ We strive to put a meaningful purpose at the center of our client's brands, to transform the way people think, feel and

”

ultimately behave...



Place?

~~MS&L~~ = Manning Selvage
& Lee.

Founded in 1938.

MS&L
Mission

make

RECOGNIZED

BUILD COOL STUFF

DELIVER GREAT PRODUCTS

MAKE MONEY

HAVE FUN

CHANGE THE WORLD

reputable brands

one cause at a time

HOW MANY EMPLOYEES?

= 15

MS&L

^{s/} A PRIVATE FIRM

3M

FOX
SERIES

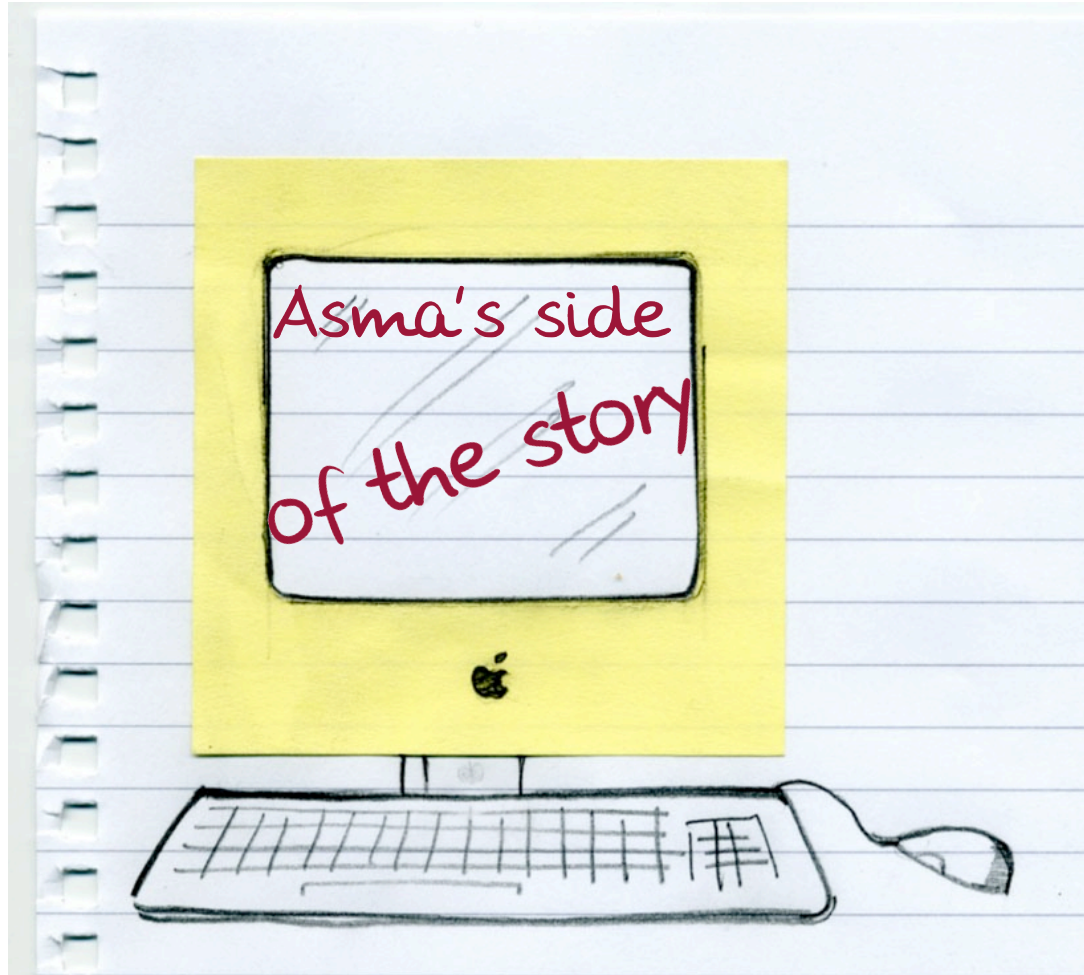
 NATIONAL
GEOGRAPHIC
ABU DHABI


add life to life

CLIENTS?
Of MS&L

P&G





Asma's side
of the story

Zainab's tale



of tasks...

SUPERVISORS?

Smriti Singh

Sheerin Dariani

We both faced

at
Mutual Challenges.
MS&L

making

$$1 + 1 = 3$$

What did we really

LEARN

from

MSS&L

A LITTLE BIT THERE

more from ZU?

a little bit here



Mirror, mirror on
the wall, was
MS&L good at
all?

What we thought overall?

Any change,



in career mindset?

! ! ?
Recommendations?

? ? ?

Mercredi!