

THE  
*Kennedys*

Wieden  
Kennedy<sup>+</sup>  
Amsterdam

<http://www.thekennedys.nl>

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**FOR IMMEDIATE RELEASE** - Amsterdam, Netherlands. February 3, 2011

**WIEDEN + KENNEDY AMSTERDAM ARE RECRUITING FOR THE KENNEDYS**

**WHO ARE THE KENNEDYS?**

The Kennedys is a group of 6 young creatives selected to take part in Wieden + Kennedy Amsterdam's new apprenticeship program. It is designed for creatives of all disciplines who want to join our staff for a period of 6 months so they can learn to create and produce real work.

**WHY APPLY?**

Wieden + Kennedy Amsterdam is in its late teens. We have been around the block, and some, accompanied by some of the best brands on the planet – Nike, Coca-Cola, Heineken, EA Games and Nokia to name but a few. And we are looking for the very best talent in Europe with which to share our know-how and experience.

**ARE YOU ELIGIBLE?**

We are looking for writers, photographers, artists, designers, filmmakers, animators, tech developers, game designers, doers, makers, thinkers, schemers and plotters with a personal voice and a unique creative vision.

This program is open to young talents with European Union passports only. We are looking for graduating students or post-grads, who want to work in advertising (no previous experience required)

**THE PROGRAM**

Participants will work as a separate group within the agency on real assignments with real deadlines. 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, and master the always-complicated processes behind creative work for clients. 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.

**WHY THE KENNEDYS?**

Executive Creative Director Eric Quennoy said, *“Why ‘The Kennedys’? Well, it’s an homage to the other great man whose name is on the door here. The one with the slightly shaggier beard. Art director, sculptor, philanthropist, and general thought tinkerer, David Kennedy forged one of the most amazing careers in advertising without giving a toss for the rules and conventions of the industry, driven solely by the pureness of an idea. What better inspiration for these students.”*

**WHEN WILL IT HAPPEN?**

The Kennedys program will start on June 1 2011 and will last for a period of 6 months. Applications must be received no later than March 31 2011.

**IF YOU ARE SELECTED?**

If you are selected as one of the 6 participants, you can pack your bags and move to Amsterdam. Wieden + Kennedy will cover travel expenses, provide accommodation for 6 months, and a minimum-wage salary. Additionally, the participants will have a designated space in the office, will be provided with computers and software and will be granted access to Wieden + Kennedy Amsterdam’s facilities (recording spaces, kitchen, gym, art studio, fruits, veggies, garden and loads of coffee).

**HOW TO APPLY**

Submit an answer to the following question, along with your contact details, CV and some digital samples of your personal work:

What does the future look like?

The application form can be found here: <http://www.thekennedys.nl>

**ANY QUESTIONS**

Contact [thekennedys@wk.com](mailto:thekennedys@wk.com)

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**About Wieden + Kennedy Amsterdam**

Wieden + Kennedy is an independent, creatively led advertising agency that creates strong and provocative relationships between companies and their consumers. Founded in 1982, the Amsterdam office is not a Dutch agency, but truly a regional European agency specifically built to produce global and regional campaigns. Clients include Coca-Cola, Heineken, Levi’s, Nike, Electronic Arts, Nokia and ESPN.