

# **adfellows overview**

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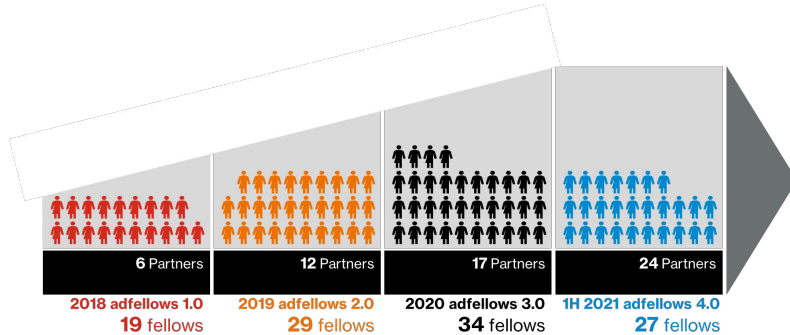
# Why adfellows?

- The industry is stronger when we put our collective effort towards programs that have proven to work.
- adfellows is one of those programs.
- adfellows has been so successful not only because of the collaboration of the teams involved, but the collaboration of the industry.
- Since the program launched in 2017, we've seen not only tremendous growth within the program, but the true impact in the fellows themselves, the teams they have joined, and the industry as a whole.
- Everyone deserves a seat at the table, and we need to make sure the table is set. We can't do it alone, read on for more information about the program and how to join.



# adfellows growth and impact.

The program is already making its mark.



**98%**  
of adfellows were **hired full time** in the industry

**95%**  
**Retention** of adfellows in the industry

Numbers average all 3 programs: adfellows Discovery Research June 2020

Despite the pandemic, we met our 4.0 commitments, increased our investment and brought on new partners in 2021.

**100%**  
of **4.0 adfellows** were hired full time

**2**  
**Classes in 2021** doubling the # of adfellows

- 4.0 in January
- 5.0 in August

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# Who our partners are

We deliver the adfellows program through deep collaboration with a growing roster of global industry leaders

verizon<sup>v</sup>

Walmart 

accenture 

MRY



ABInBev

Kellogg's

dentsu

rauxa  
Bold. Results.



Digitas

petco

 MADWELL

WPP

McCANN

the community

 R/GA

 publicis  
NORTH AMERICA

Pentagram



v's'ble

Zenith  

MOXIE

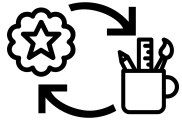


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# How does it work?

adfellows is a fully immersive 8-month program to help you learn, grow and gain valuable real-world experience with real-work rotations across multiple organizations.

Participants earn wages and relocation assistance where eligible. Our goal is to secure full-time job placement for 90% of adfellows following successful program completion.



## Gain brand & agency exposure

adfellows get hands-on, **brand and agency exposure and real-world experience**. They access a **huge brand marketing network**, as well as a deep education on the business and career possibilities.



## Learn from multiple rotation experiences

Each adfellow goes through **multiple rotations (e.g. 1 brand and 3 agencies)**, giving them the opportunity to learn and gain **experience in different companies and roles**.



## Professional development time

Along with real-work experiences, adfellows spend 20% of their time on **professional development**, which includes **learning sessions and dedicated time for coaching and mentoring**.



## Job placement opportunity

There is **~90% job placement of adfellows**, with most beginning full-time positions shortly after graduation. Thus **shifting representation, progression and D&I impact in the industry**.

# Interested in joining adfellows as a partner?

Email us your resume at [adfellows@verizon.com](mailto:adfellows@verizon.com)  
with the subject line: **“Join adfellows”**

Learn more about the program at:  
[www.adfellowsprogram.com](http://www.adfellowsprogram.com)

