Javeria Azfar:

This internship provided me with a chance to experience corporate life first hand and though it seemed a little boring at first but as I started to get into my work I realized that it can be fun when given the opportunity to explore and learn. The project assigned to me required me and my partner to develop an entire brand from ground up which seemed daunting at first but with the help of our supervisor and colleagues we were successful. We made an app and a website in a week which is a feat in itself. I am really glad I got to work on this project. Moving on, the work environment at IAL is quite flexible and comfortable. I particularly like how interactive everyone is one and other making the place feel not very business-like, rather more of a collaborative space. One thing I feel that could improve the experience of an intern here more is our supervisors taking regular and constant feedback from us so that we can be sure that our projects are going on the right track.

Amsal Malik:

After my four-week experience at IAL Saatchi and Saatchi, my feedback about the agency is that it is doing some fantastic work. Being creative and meeting deadlines is one heck of a job I have experienced as an intern. As an intern, the culture at the agency was welcoming and friendly, which could be realized by the fact that the people around here would be here to include us in their brainstorming meetings and the projects that they need help with. However, I do feel that it would be more practical if our main project was to be working with the employees on the actual project given by the brand. This would have then meant we attending meetings with them and also listening to the actual client feedback. Also, for a more engaging experience each intern should be made sit with an employee and not just be made accountable to one supervisor. This is because I do feel like the supervisors are also busy and so they are not able to give their best time to each individual.

Madiha Akhtar:

The office environment was very comfortable and welcoming. Though I enjoyed the assigned project a lot, I do think that as an intern being given work in real projects would have been nice. Since the project that was given to us felt more like a demo or simulation. But again, the pros to the full project framework was that we got to carry it out till the end instead of just assigned tasks like usual. Another suggestion would be to designate a supervisor per group because our project was purely strategy so it would make sense to have a supervisor that is from strategy. It also seemed like it was too much for just one supervisor to handle, since Amna was the one primarily looking over our progress. Another thing was that I took part in a few meetings as an observer and it was a great help, so interns being allowed to sit in on meetings and brainstorm sessions would be great. It helped with understanding how real projects are carried out and how departments collaborate together. The first two weeks were very confusing and overwhelming, especially because I personally found it hard to take initiative. So icebreakers would be nice. Also, it was all very new to me, even the jargon such as AVC or other advertising words since my field is not directly related to marketing. So guidance in that sense would be a good addition to future experiences. Even with a different degree, the deliverables matched up to my skill set so I do believe I could see myself in such an organization in the future. Just the initial easing up took some time. Overall, it was an enjoyable experience.