

A
PUBLICIS
GROUPE
INITIATIVE

SCHOOL OF BIG IDEAS

YOUR GATEWAY TO A CAREER IN ADVERTISING

ARE YOU LOOKING TO **KICKSTART** YOUR CAREER IN ADVERTISING?

Join **SCHOOL OF BIG IDEAS (SOBI)** -
Publicis Groupe Romania's program
designed to attract, develop, and
empower the next generation of
creative minds.



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「WHAT IS SOBI?」

SOBI is a learning program created by Publicis Groupe for Creative and Media specializations in the advertising industry. It is designed to:

- IMMERSE** you in the exciting world of advertising.
- DEVELOP** your skills through expert-led courses, practical workshops, and internships.
- EMPOWER** you to grow and thrive in Romania's top advertising agencies.

「CREATIVE MODULE」

Learn the fundamentals of strategy
and creative thinking in advertising:」



How to use research to develop effective communication strategies



Writing compelling creative briefs and mastering ideation



Segmenting and targeting audiences for maximum impact



Copywriting fundamentals, digital writing, and visual storytelling



Using innovative tools and perfecting the art of selling creative ideas

MEDIA MODULE

Master the foundations of
media planning and buying:



Fundamentals of media strategy across traditional and digital platforms



How to build an effective media plan



Using digital tools to optimize advertising performance



Measuring campaign results and maximizing media impact

YOU ARE THE FUTURE OF ADVERTISING

The advertising industry is evolving fast, and we're looking for talented minds like you to shape its future.

YOU CAN LEAD CHANGE
Publicis Groupe nurtures young talent to help shape the next chapter in advertising.

YOUR TIMING IS PERFECT
The industry is filled with new opportunities, making this the best moment to launch your career.

YOUR ENERGY MATTERS
We need fresh thinkers and problem-solvers ready to innovate.

YOUR PATH TO SUCCESS HOW SOBI WORKS

1.

REGISTRATION & SELECTION

Sign up at www.schoolofbigideas.ro.
Receive your personalized roadmap via email with the next steps.

2.

THEORETICAL LEARNING

Access free online courses led by industry experts.

Learn the essentials of advertising: Client Service, Media, Creative, Strategy, and more.

Advance to the next stage by successfully passing your assessment.

3.

PRACTICAL WORKSHOP

Collaborate with peers in a one-week on-site workshop in Bucharest.

Work on real client briefs and experience agency life firsthand.

4.

PAID INTERNSHIP

Top performers earn a three-month paid internship at leading agencies like Publicis, Leo Burnett, Saatchi & Saatchi, The Geeks, MSL The Practice, Digitas, Zenith, Starcom, Spark, Performics, and more. Gain real industry experience while working six hours a day in a dynamic environment.

5.

EMPLOYMENT OPPORTUNITIES

Outstanding interns will have priority consideration for full-time positions within our agencies. Benefit from structured onboarding and long-term career growth support. Work in a modern building in the city center, surrounded by a fresh, friendly, and creative environment.

WHAT'S IN IT FOR YOU



THE COOL FACTOR: EXPERIENCE THE BEST OF ADVERTISING

Discover the magic of advertising—a fast-paced, creative, and ever-evolving industry where ideas change the world.

Work in the most fabulous office in town! Our headquarters is designed to inspire creativity, collaboration, and innovation, making every day an exciting experience.

Get a glimpse behind the scenes of award-winning campaigns and see what it takes to make an impact in the industry.

PROFESSIONAL GROWTH

Gain hands-on experience in Romania's top advertising agencies.

Learn directly from seasoned mentors and industry leaders. Access industry-leading tools and resources to fast-track your career.

1.

SOBI CERTIFICATION

All participants who complete the entire program, including the internship, will receive the official SOBI Certification.

This certificate proves your hands-on experience and industry knowledge.

It will help your CV stand out when applying for jobs in advertising and media.

2.

JOB OFFER OPPORTUNITIES

Top-performing interns will have the opportunity to receive job offers from leading agencies in the Publicis Groupe Romania.

Agencies include Publicis, Leo Burnett, Saatchi & Saatchi, The Geeks, MSL The Practice, Digitas, Zenith, Starcom, Spark, Performics, and more.

While job offers are not guaranteed, the program prepares you for real industry roles.

3.

「PROVEN
SUCCESS」



98+
INTERNS
SELECTED
so far, many
progressing to
full-time roles



72%
RETENTION
RATE
for interns after
two years

「WHY JOIN」 PUBLICIS GROUPE」

At Publicis Groupe, we don't just offer jobs—we launch careers. Here's why you should be part of our team:



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SUPPORTIVE WORK ENVIRONMENT

Whether you're starting out or advancing your career, you'll feel valued, respected, and encouraged to develop.



WORK-LIFE BALANCE

Enjoy hybrid work, breakfast perks, extra free days, and a four-day workweek in August. Learn more at www.lionsplanet.ro.



AUTONOMY & RECOGNITION

We encourage independence and celebrate contributions that make an impact.



SEAMLESS ONBOARDING

Our structured learning & mentorship programs help you integrate smoothly. Details at www.schoolofbigideas.ro and www.peoplejourney.ro.



PERFORMANCE-DRIVEN GROWTH

Promotions are based on merit, with equal opportunities for all.

PEOPLE FOCUSED

We invest in people, helping them grow and succeed.



WORK WITH EXPERTS

Learn from top professionals in creative, media, strategy, and technology.



CULTURE OF COLLABORATION

We encourage teamwork across agencies to drive innovation.



GLOBAL NETWORK

Be part of an international community of advertising professionals.



A PLACE TO GROW

Many of our employees return after leaving, recognizing that this is where they thrive best.

「BEST TEAM」

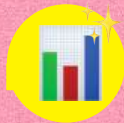
Join a creative, collaborative, and high-performing team.



AWARD-WINNING AGENCIES

Recognized as "Agency of the Year" across multiple categories, we consistently deliver work that blends creativity and measurable impact.

**BEST
PRODUCT**



INNOVATION & DATA-DRIVEN THINKING

We push boundaries in AI, digital advertising, and data intelligence. Learn more at www.dataintelligence.ro.



TOP CREATIVE & MEDIA AGENCIES

Publicis, Leo Burnett, Saatchi & Saatchi, The Geeks, MSL The Practice, Digitas, Zenith, Starcom, Spark, Performics and more.

#1 COMMUNICATION GROUP IN ROMANIA & GLOBALLY



15 AGENCIES UNDER ONE ROOF

A collaborative powerhouse of creative, media, PR, and digital expertise.



200+ CLIENTS

Work with global and local brands across industries.



SCHOOL OF BIG IDEAS



ACCESS EXCLUSIVE TRAINING

Marcel: A global platform for collaboration and learning (available to full-time employees).
SOBI (School of Big Ideas): A structured program designed to launch junior careers. Learn more at www.schoolofbigideas.ro.

BEST LEARNING OPPORTUNITIES



WORK ON DIVERSE PROJECTS

No other agency offers the variety of clients and challenges we do.



AI & AUTOMATION

We eliminate repetitive tasks so you can focus on creativity.



STRONG SUPPORT SYSTEMS

A well-integrated, collaborative working environment.

WELL ORGANISED & EFFICIENT



CLEAR CAREER PATH

Structured support ensures you progress in your career.



FUTURE-READY

Continuous investment in technology, AI, and data to keep you ahead.



SHAPING THE FUTURE

We challenge industry norms, innovate constantly, and set trends.

STRONG LEADERSHIP



AGILITY & STABILITY

We operate with the resources of a global leader and the mindset of a startup.

READY TO BEGIN?

🚀 Take the first step toward a career that inspires creativity and growth.
📍 Follow your journey on the platform www.schoolofbigideas.ro



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LEARN MORE ABOUT US

PUBLICIS GROUPE ROMANIA

School of Big Ideas: www.schoolofbigideas.ro




People Journey: www.peoplejourney.ro

Lions Planet: www.lionsplanet.ro

Data Intelligence: www.dataintelligence.ro

LinkedIn: www.linkedin.com/company/pg-data-solutions/






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**「YOUR CREATIVE
JOURNEY
STARTS HERE!」**

Follow your journey on the platform
www.schoolofbigideas.ro

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