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# Build Your Advertising Portfolio!

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**ad 2  
orlando**

adf for advertising professionals 32 and under

## CALLING ALL CREATIVES.

Want to build up your portfolio to bolster your chances of getting an internship or job? Looking to gain some real world experience at your own pace? Want to hang out with some awesome people and make connections with industry professionals? How about make a positive impact on a really cool project?

Well, why not all in one!

Ad 2 Orlando's public service project for 2024-2025 is Project Campbell's Call, which is an attempt to break the record for world's fastest run across America in support of the Wounded Warrior Project. To help raise awareness of the Wounded Warrior Project's mission, Ad 2 Orlando will be assisting with Project Campbell's Call's efforts via a marketing campaign in the summer and fall of 2024.



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# PUBLIC SERVICE PROJECT



## WHAT IS IT?

Every year, Ad 2 Orlando offers to a non-profit organization a pro-bono marketing campaign. Ad 2 clubs around the country host their own public service projects! Those projects may also qualify for the National American Advertising Federation public service competition, so there is the chance for national recognition, as well!

## IS IT AN INTERNSHIP?

Your involvement in this opportunity is not built like a traditional internship per se; rather, it is a flexible volunteer opportunity for you to build your portfolio and make connections with industry professionals while making a difference in the community.

## WHAT IS THE TIME COMMITMENT? IS IT IN PERSON?

The level of involvement will be based on the tasks you choose to take on, so you can shape the experience how you see fit. The modality of the work is also based on your preference. There will be some opportunities for in-person involvement, but you can also stay involved remotely—just let your team lead know your preference.

