

How to become the most famous
intern at TBWA since Lee Clow.

Let`s start with a real blast.

This direct mail for my own sake, finally got me the Job as an intern at TBWA Berlin.

I`ve send the e-mail to every managing director in every TBWA office in the world.

The most of them where in Cannes to this time. So it must be kind of weird when they stand together in a bunch and everyone gets this email on his blackberry.

If we talk in a sober way, i can say that i send a direct mail to about 80 hard-to-get people and get response and involvement from 6 of it. That`s a cool 7,5% response rate.

But see about what i`m talking.