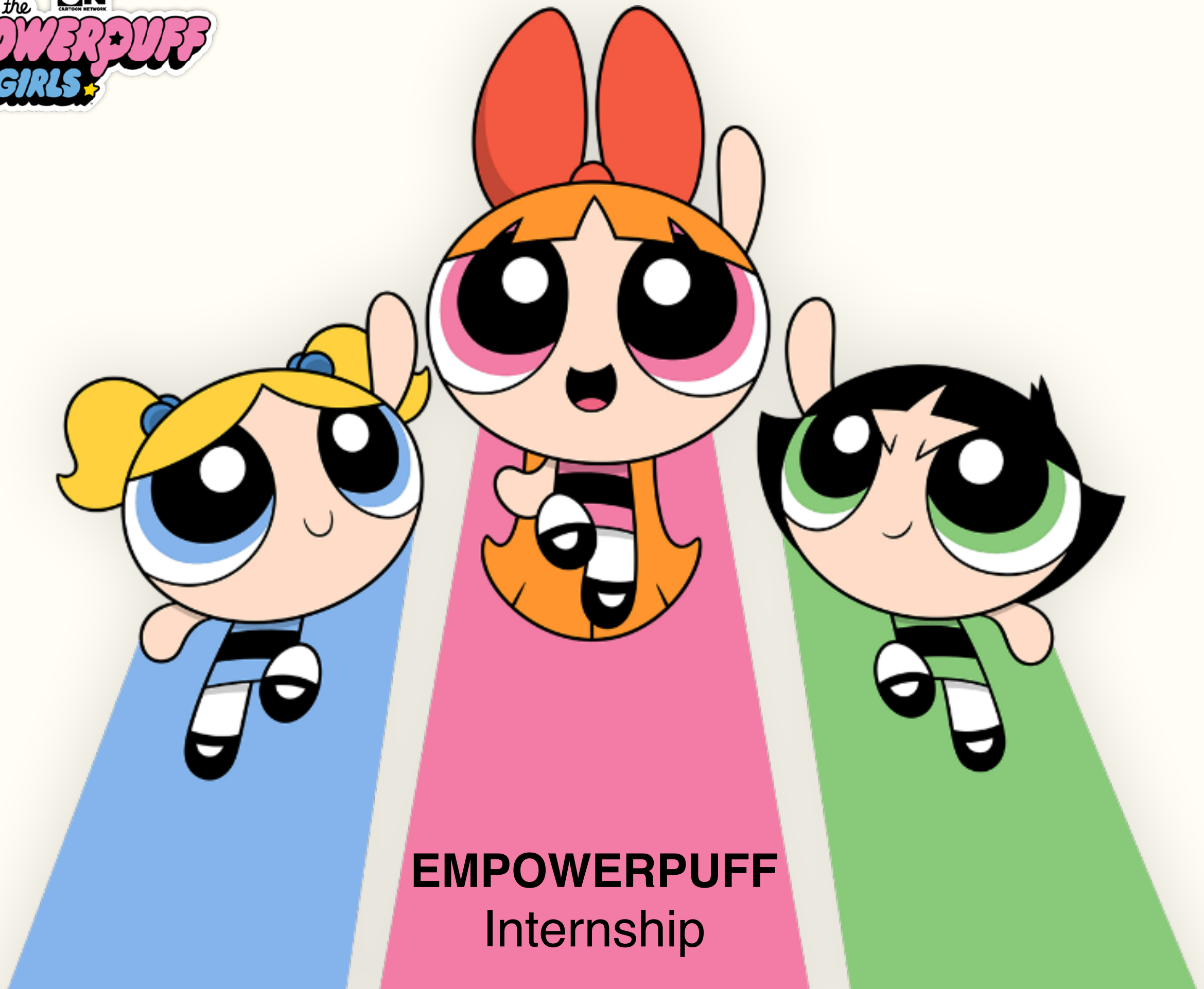




EMPOWERPUFF
Internship

THE *POWER* OF THE POWERPUFF GIRLS



♥ SISTERHOOD DRIVEN

Fierce Advocate And
Builder Of Other Women

♥ POSITIVELY POWERFUL

Choosing Your Own Path
And Making Your Mark

♥ WORLD REFLECTING SOLIDARITY

Standing Together And
Empowering All To Use Their Voice

The Powerpuff Girls are flying into 2019 empowering others, sharing stories and making friends.

Objectives

- Celebrate the PPG brand's 20-year-long legacy and its continued relevance in the female empowerment space
 - Solidify the PPG as a positive representation of female empowerment among women 13-34
 - Keep PPG embedded in the pop-cultural zeitgeist and differentiate the brand in the empowerment landscape.
 - Build audience on PPG social channels for sustained engagement
-

How will we Empowerpuff?

- Persistent social media presence
- Amplifying empowering voices of this generation
- Celebrate the collective power of shared ideas through positive content creation.





EMPOWERPUFF

Internship Program

Internship Program Overview

PPG is creating a space designed to support young people through empowering content.

- ♥ Gain skills in professional social media production, planning and attending events.
- ♥ Contribute creativity to the future of the Powerpuff Girls as cultural icons and ambassadors of female empowerment.
- ♥ Perform on and off camera. This is an interactive internship and we will be sharing the process with our fans throughout the year.
- ♥ This program will support 3-5 interns for 12 months, ages 18+ and working remotely.



EMPOWERPUFF Work Expectations

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Schedule of Internship (February)

- ♥ Interns will contribute 8-12* collective pieces of content per month (6-8 turnkey assets, 2-4 custom). These pieces will include a custom PPG Internship branding element to provide consistency and authenticity to the program.

*subject to change dependent on output capabilities & needs

♥ Example Content:

1. Weekly Empowerment Highlight
 - “WCW” Style Post
 - Motivational Monday Style Post
2. Social Calendar Holidays (i.e., Friendship Day)
3. Custom Videos
 - Interviews with Empowering People
 - Video Diary of Process
 - Life Tutorials (Resume Building, Financial Planning)
4. Event Coverage TBD

♥ Learning Opportunities:

- Attending Events
- Interviewing Empowering People
- Collaborative Design Teams
- Helping to share stories that inspire and empower
- Learning the dynamics of collaboration in a real office /design setting



#WCW



#Motivational Mondays



Empowerment Meme



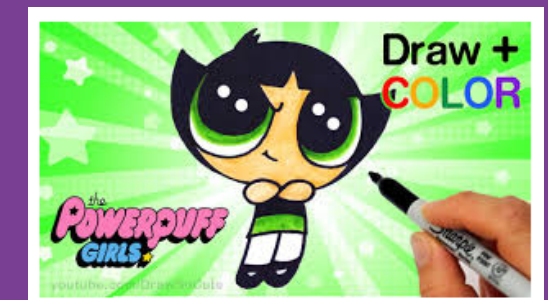
Event Attendance



Video Diaries



Product Shoots



YT Content

Example Program Calendar

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February - Program Begins!
3-4 (TBD) Content Pieces

[March] Content for
Women’s History Month

Jun - Aug
3-4 (TBD) Content Pieces
Q3 2019

Q1 2019

Jan 2019
Determine Finalists



Q2 2019

Apr - May
3-4 (TBD) Content Pieces

Q4 2019

Sep - Dec
3-4 (TBD) Content Pieces

Value and Impact

Emotional and Professional Value of the Empowerpuff Internship

- ♥ Interns come from diverse backgrounds with varying experience but similar passions. We've designed a program to highlight each others strengths and match skills and mentorship
- ♥ We're looking to create an emotional impact both internally and externally, by giving our interns a space to shine and inspiring others with their stories.
- ♥ We want to highlight internally the value of experimental programs like this as proof points to expand our creative efforts





2019 Key Dates to Consider

Q1

Q2

Q3

Q4

TENTPOLES

**WORTH
NOTING**

JAN: New Year, New You
FEB: Black History Month
FEB: Award Season
FEB: NYFW
MAR: Women's History Month

APR: Earth Month
MAY: Spring Equinox/ Renewal
MAY: Women's World Cup
JUN: Pride Month
JUN 8: Best Friend's Day
APR 10: Nat'l Equal Pay Day

AUG 5: Nat'l Sisters Day
AUG 6: Nat'l Friendship Day
SEP: NYFW
SEP 28: Women's Health Day

NOV: Giving Month
DEC: CS Ed Week

JAN 6: Nat'l Technology Day
JAN 15: Civil Rights Day
JAN 29: Grammy Awards
FEB 11: Inventor's Day
MAR 2: Nat'l Day of Unplugging
MAR 3: Nat'l Wildlife Day
MAR 4: Academy Awards

APR 22: Earth Day
MAY 8: Nat'l Teachers Day
JUN 3: Nat'l Cancer Survivors Day
JUN 10: Children's Day

JUL 22: Parents Day

AUG 26: Women's Equality Day
SEP 11: 9-11 Remembrance Day
SEP 25: Nat'l Comics Day

JAN 6: Nat'l Technology Day
JAN 15: Civil Rights Day
JAN 29: Grammy Awards
FEB 11: Inventor's Day
MAR 2: Nat'l Day of Unplugging
MAR 3: Nat'l Wildlife Day
MAR 4: Academy Awards

APR 10: Nat'l Equal Pay Day
APR 22: Earth Day
MAY 8: Nat'l Teachers Day
JUN 3: Nat'l Cancer Survivors Day
JUN 8: Best Friend's Day
JUN 10: Children's Day
JUN 16: Nat'l Maker Week
JUN 19: Juneteenth

SEP 28: Women's Health Day
SEP 29: Nat'l Family Health + Fitness Day

OCT 2: Ada Lovelace Day
OCT 4: World Animal Day
OCT 5: World Teacher's Day
OCT 10: Nat'l Walk to School Day
OCT 27: Make A Difference Day
NOV 13: World Kindness Day
NOV 15: America's Recycles Day
NOV 27: Giving Tuesday
DEC 10: Human Rights Day

APPENDIX



Candidate Info

- Candidates will be treated like a contract employee
- Candidates will be paid per/hour and contract can be made void
- They will take a design test during the interview
- They will need to sign paperwork that they are working for CN and abide by all legal statements
- The creative and marketing team will need to decide and set quality parameters so this does not become a burden
- The creative and marketing team will need to agree to an approval process
- The marketing team will need to determine a budget
- What will the creation team look like? (lead? producer? project manager?)

Goals:

- Treat this is a pilot, and make it clear this is our first time trying something like this.
- Be Transparent in our goals and objectives
- Be upfront about the workload for both candidates and CN employees

- **Global implications and considerations**
- **Ask legal about looking at candidate social media profiles, travel,**
- **check-ins and approval process**
- **travel?**

what is the emotional value of this learning experience?

how are you taking this experience and paying it forward to others?

what are the guardrails? we provide topics. use creative BTS with audio overlay