

CAREER BOOSTER

Common asked advertising interview questions

When interviewing for an advertising position some of the following questions maybe asked. Remember when going to an interview always be on time, dress professionally, understand the advertising business as a whole and company you are applying to.

An advertising interviewer will ask you of your career goals, be honest and open of where you want to go within the industry and within the company you are applying to. The more open you are the better; this gives the employer an idea of where else you would fit within the company. Common questions asked during and advertising interview on your career goals are:

Why do you want to pursue a career in advertising?

What other career paths are you interested in or looked at other than advertising?

When applying for a specific role in the advertising field, expect field specific questions during the advertising interview such as:

How would you describe the position of an account executive?

If a client didn't agree on a marketing plan for a specific product, how would you resolve this problem?

How would you "sell" an idea to a potential client?

Potential employers want to know whether you understand the advertising industry and brand management so they will probe you for your knowledge of the industry and ask questions like the following during an advertising interview:

Describe an advertising campaign that you think is particularly successful (or unsuccessful)? Why?

What do you think is the most effective advertising medium is to reach consumers? How do advertising agencies contribute to the success of a brand or how can they make a brand more successful?

Now they are going to want to know why you have applied to their company, what made you choose them? They love to hear good about them, so pet their ego, but don't lay it on too thick. Questions they may ask during an advertising interview are:

Why do you want to work for our advertising agency?

How would you describe our advertising

agency? What is your perception of our advertising agency within the advertising industry?

Lastly they will probe your skills and how they will apply to their advertising agency. This is where you need to shine, sugar coat yourself but be honest! Some advertising interview questions to be prepared for are:

How well have you performed academically? Describe your strengths and weaknesses, and how will they help or hinder our advertising agency?

Describe where you have been part of a successful team. What part did you play in the success of the team?

Have you taken any courses you can apply to the position?

Describe the three most important skills you have that would play a key role in your advertising career. Which of the three skills are your weakest?

EmploymentCrossing is the largest collection of active jobs in the world.

We continuously monitor the hiring needs of more than 250,000 employers, including virtually every corporation and organization in the United States. We do not charge employers to post their jobs and we aggressively contact and investigate thousands of employers each day to learn of new positions. No one works harder than EmploymentCrossing.

Let EmploymentCrossing go to work for you.