

## Strategy Intern at Cheil Benelux

### About us:

We're **Cheil Benelux**, a creative agency where **strategy, tech and bold ideas** come together to make brands grow. We're part of the global **Cheil Worldwide** network, but you'll find our brains and hearts in **Amsterdam, Schiphol** and **Brussels**.

We work with challenger brands that like to move and be moved. For instance **Samsung** (cutting-edge tech), **Nongshim Noodles** (yes, those spicy ones you can't stop eating) and many more bold brands.

### About the internship:

As our **Strategy Intern**, you'll become part of the thinking engine behind the work. You'll help crack briefs, hunt insights, and shape the stories that spark powerful ideas. You'll dig into culture, people, trends, behaviour and data, and come up with sharp thinking that makes creatives say: *"YES, that's the one."*

Some days you'll deep-dive into Gen Z's phone usage for **Samsung**.

Other days you'll explore how Dutch people eat Korean noodles for **Nongshim**.

No two days are the same and that's what makes it exciting.

You'll work side by side with experienced strategists & creatives and be involved from start to finish: from the first "what's the problem?" to the final concept presentation.

### About you:

- You're **curious** by nature about people, culture, behaviour, everything
- You love **asking questions** and finding answers that others missed
- You enjoy turning chaos into **clarity** and insights into ideas
- Your study involves branding, media, communication, marketing or social sciences
- You're fluent in **English & Dutch** and confident with tools like **Keynote**
- Bonus points if you've ever said: "Wait... but why do people actually do that?"

### What you'll do:

- Dive into research: trends, competitors, human behaviour
- Help write briefs that spark big ideas
- Support on brand, campaign and content strategies
- Join brainstorming and sharpen thinking with strategists, creatives and account
- Bring your own point of view, we love fresh takes

### What you get:

- A fair internship compensation
- Shared lunch every day in our **vibrant Amsterdam office (Het Sieraad)**
- Regular drinks, events and the occasional karaoke night
- Hybrid working setup and the gear to go with it
- A seat at the table (literally), you'll be involved, not sidelined

### Ready to jump in?

Send your **CV + short motivation** to [h.nadort@cheil.com]

Tell us what excites you, what brands you admire and why strategy makes your brain buzz.

Cheil is an open, inclusive and diverse place to grow, so whoever you are, we'd love to meet you.

Let's make brands move. And move people while we're at it.