

IIP – OCTAGON

BEIJING, CHINA
SHANGHAI, CHINA

Shirley Fu Class of 2017

COMPANY PROFILE

octa8on

COMPANY NAME: Octagon China

WHO IS OCTAGON?

- Founded in 1983
- Global sports, entertainment, lifestyle marketing and talent representation agency of the Interpublic Group.
- Develop innovative marketing strategies.

WHAT DO THEY DO?

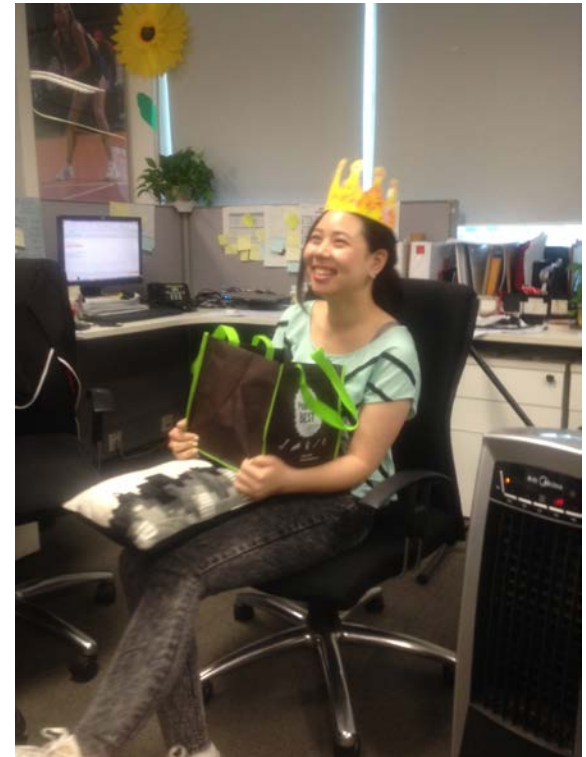
- Experiential marketing, mobile marketing and cause-related marketing.
- Provide clients the services and solutions they need to drive their businesses and keep their brands thriving in today's marketplace.



Outside Shanghai office



Outside Beijing office



Inside Beijing office/
Co-worker's birthday

WHAT DID I DO?

□ Market Research

- Brainstorm and research ideas for new projects. For example, what to include in a sports park?
- What events should we host for certain soccer club fans?

□ Update Big Data

□ Monitor media and newspaper exposure for sponsors of events

□ Translation

- From English to Chinese and Chinese to English

QUESTIONS I BROUGHT TO CHINA



- What's the working environment in China?
- I grew up in China and moved to Canada at 10. Now I am in the US for college. Should I go back to China to work or stay in North America?
- How would a different environment influence me?
- How do I communicate with people with different cultural backgrounds?

CULTURAL UNDERSTANDING

NORTH AMERICA	CHINA	UNDERSTANDING
Slower-paced life style	Quicker-paced life style	Pace of living puts people in very different attitudes to life, and it's very difficult to know how unless you experience the difference
Less dense population	Dense population	Densely populated cities creates a changing and exciting environment, but it also could result in anxiety and little personal space
2 main Languages: English and Spanish	1 main language: Chinese, but has a million dialects	Diversity adds color to life 😊
More individualistic	Family as a unit	China puts much more emphasis on family and blood than the US.
Most places close around 8pm	Exciting nightlife	Incredibly different lifestyles.
Open political and cultural views	Stricter political views	From my experience this summer, China's government structure is at a transition between communism to capitalism

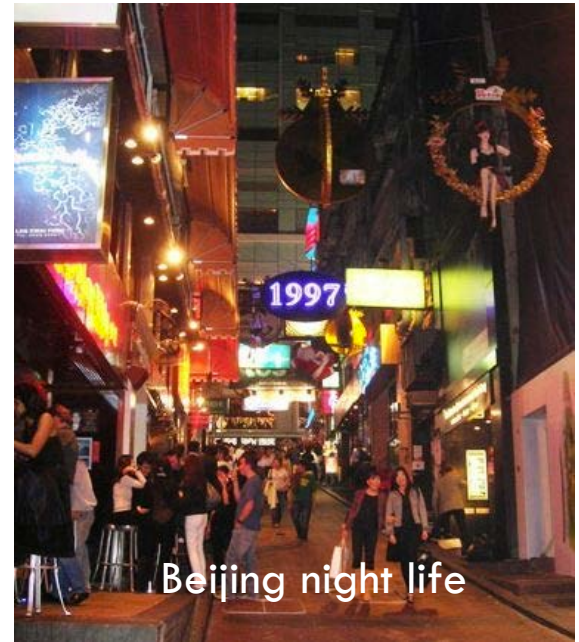
CULTURAL UNDERSTANDING



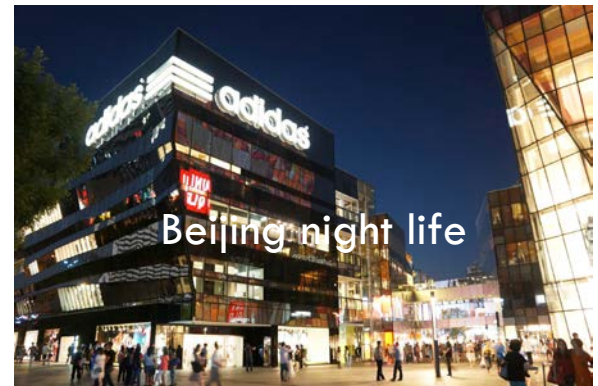
Beijing subway



Peking
duck



Beijing night life



Beijing night life

CULTURAL UNDERSTANDING



Shanghai steamed soup buns

BONUS

Visiting Shanghai Children's Rehabilitation Center

- First rehabilitation center of Shanghai for children with mental disabilities
- Global service day
- Most rewarding experience: seeing even children with mental disabilities understand emotions and love.



BONUS II

Trip to Nanjing Youth Olympics Watching Gymnastics

coworkers



Athlete Village



BONUS III



West Lake in Hangzhou



Beijing Nanluo
Ancient Street

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Questions Answered

- The biggest question I answered this summer is that I would like to stay in North America after graduation. Below are the few reasons:
 - I like the pace of North America life-style. Beijing and Shanghai feel too rushed for me.
 - North America encourages freedom of speech and creativity, which maybe somewhat limited in China.
 - Though I loved my summer in China, I feel the strict social and political structure in China somewhat limits my creativity and potential.

What did I learn?

- ❑ Octagon is already a very big and structured company. I learned a lot about communication skills, organizational skills, practical small skills, and how large companies function in general.
- ❑ I also realized I like jobs with creativity. Because Octagon is already very structured, it is unlikely that they allow interns to take large roles in projects. I did make some creative suggestions for projects (which I enjoyed a lot), but more of the tasks did not allow too much creativity.

My Impact on the Company

- A few creative project proposals
- Putting up an instruction book for efficient ways of updating the company's big data
- Cultural exchange
- Energy and enthusiasm