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

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

Beijing subway

Peking duck

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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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