

Nomen International Deutschland GmbH is located in Düsseldorf, a city situated on the river Rhine in the west of Germany. Nomen is an international naming agency with branches and correspondents worldwide. Nomen provide many different services, including brand development, branding strategies, brand name architecture, name testing and intercultural brand screening.

Famous brand names developed by NOMEN are Yaris (Toyota), Arteon (Volkswagen), Miracle (Lancôme), Ixo (Bosch), etc.



Student Internship – Branding and Naming

Tasks

- Competitive analysis
- Preparation of content for Social Media and branding blogs
- Brand name surveys and market research
- Brand positioning analysis
- Internet research
- Cross-cultural brand name checks
- Creative briefings and creative work
- Development of emotional branding stories
- Benchmarking strategies
- Communication within the NOMEN group

General Info

- Closing Date: 31.05.2023
- Start date: from June 2023 (or later)
- Duration: 6 months – 12 months
- Location: Düsseldorf
- Reimbursement: 700€

Profile

- English native-speaker
- Good level of German language skills; Nomen is a German-speaking office, although some tasks may be in English
- Solid understanding of MS Office Suite
- Analytical as well as creative competencies



For the opportunity to learn more about branding and the naming process in a friendly, international setting, please send your CV and covering letter in German by email to info@nomen.de