



The Code

RISE UP 2021

dentsu

dentsu international, one of the world's largest advertising agencies, is opening its virtual doors to young people across the US.

We're inviting high school students, to take part in a global digital Rise Up challenge and experience what it is like to work in the media, digital and creative communications industry.

Our easy-to-use online curriculum and resources will guide students through a series of modules, equipping them with the skills and learning they need to enter this exciting competition, as well as giving them insight into possible career paths in advertising and marketing.

During the competition, students will be working on a campaign brief from one of dentsu's clients. Students will propose solutions around sustainability and food waste in the U.S. and the top teams will present in a live virtual setting with dentsu and client employees.

LAUNCHING OCTOBER 1ST, CLOSING NOVEMBER 1ST

[Teachers Register Here](#)

[Watch This Informational Video](#)