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a new **opportunity**.  
You're giving David one.



## Internship in Customer Marketing, Viby J

Customer Marketing is the cross-field between sales and marketing. We focus distinctly on winning at the moment of truth when the shoppers decide on a product in the store. We deliver shopper insights, analysis and recommendations on how to increase category spend, and naturally the sale of Arla's products. Among other things, we drive the development and execution of Arla's strategies for product range, price, promotion, space and navigation. We are based in Viby J, close to Aarhus, Denmark.

### Winning the moment of truth

As part of Customer Marketing you will work on one or several of the following projects:

#### *Shopper Insights*

Deep knowledge of Danish FMCG shoppers is essential to Customer Marketing. We produce an annual report containing detailed analyses of shopper trends, shopper profiles and brand performance across our dairy categories. As an intern, you will be a key contributor to this report and help identify business potentials.

#### *Promotion uplifts*

Promotion activities can potentially generate substantial growth for FMCG companies. At Arla, we keep track of how our brands perform during promotion weeks. As an intern, you will assist the category developers in estimating volume uplifts for our hero stock keeping units.

### *Brand conversion*

Knowing the conversions rates makes a difference in understanding of potential or where a challenge is. The project aims at investigating conversion rates of the brands from awareness to purchase/repurchase. We have a lot of consumer, shopper and market data, but how do we combine them in order to understand the conversion? How do we use them in uncovering new potential?

### Student qualifications

We are looking for a candidate with strong analytical skills and a strong business understanding. Good English and Danish skills are needed along with good presentation skills. We expect you to be a super user in Excel. You are most likely a cand.merc, cand.oecon or cand.scient.pol student.

### How can you apply?

To us, it's not just about making dairy products. It's about providing the ingredients vital to everyday life.

Please note that to apply for this position it is a requirement that you are enrolled in a study programme during the entire internship. The internship is unpaid. We will, however, provide you with lunch and reimburse travel costs, if any, up to 750 DKK per month. Please apply via this [LINK](#) no later than 1 April 2016. Please state in your application where you have seen the advertisement.

