

S1E4: A Committed Passion for Advertising and Growing in a Team with Stephanie Miller & Christine Menges

Episode 04: Show Notes

Christine Menges and Stephanie Miller have a wealth of experience working in advertising and have worked at renowned ad-house Penna Powers for almost their whole careers. We chat with these two powerful and successful ladies about what has kept them motivated over the two decades they have worked for the company. Advertising can be a grueling, as well as male-dominated industry, but our guests show how passion and a continually open attitude to learning have enabled them to stay current in the ever-changing field. We get down to their personal stories, initial feelings about moving into the advertising world and their ideas moving forward. Anyone who works or has an interest in advertising is sure to find a hoard of useful nuggets of wisdom and insider know-how. So, let's get straight into it and hear what they have to say!

Key Points from This Episode:

- Stephanie and Christine's backgrounds and how they got into advertising.
- Their attraction to Penna Powers and what exactly drew them to the company.
- What the interview processes were like for Stephanie and Christine.
- The longevity of their careers at the company and practices that have allowed their growth.
- Looking ahead and looking behind as a means to stay current and inspired.
- The technological changes that have occurred in the course of their careers.
- Challenges that Christine and Stephanie have experienced in a male dominated industry.
- Working with the different types of personalities in the advertising world.
- Some of the best advice our guests have ever received.
- Advice from Christine and Stephanie to young and hopeful advertisers.
- The excitement of seeing your advertising on TV or billboards.
- Maintaining a balance between work and the personal parts of your life.
- Family life and the lessons we gain and give through parental relationships.
- Everyone's current reading lists, favorite authors and hobbies.
- A round of quick-fire questions with our guests!
- And much more!

Tweetables:

“Penna Powers just had a reputation of being kinda cool and these four guys ran it.” — Christine Menges [0:05:26.1]

“While I really love copy, advertising, I think my passion really is in PR, communications, branding strategy, that side.” —Stephanie Miller [0:06:47.1]

“It’s fascinating to again learn about other brand planning and think about how can I apply it today” — Stephanie Miller [0:12:39.2]

Links Mentioned in Today’s Episode:

Penna Powers — <http://www.pennapowers.com/>

Letraset — <http://www.letraset.com/>

A Master Class in Brand Planning — <https://www.amazon.com/Master-Class-Brand-Planning-Timeless-ebook/dp/B0052OB8LE>

Malcolm Gladwell — <https://twitter.com/gladwell>

Seveneves — <https://www.amazon.com/Seveneves-Neal-Stephenson/dp/0062334514>

Rising Strong — <https://www.amazon.com/Rising-Strong-Ability-Transforms-Parent/dp/081298580X>

Brené Brown — <https://brenebrown.com/>