



## Strategy

### Strategy placement scheme

#### Curious by nature?

The doors at adam&eveDDB are now open to anyone with a curious mind, who wants to help solve some of the biggest challenges brands and businesses face.

We're looking for people who have what it takes to become a 'Planner' or Strategist in an advertising agency. A Planner is the kind of person who...

- is interested in what makes other people tick
- thinks in an original and creative way
- wants to use the power of advertising to change behaviour (whether that's encouraging the nation to drive more safely or getting them to switch to a new brand of teabags)

We're looking for applicants with varied backgrounds so you don't need any specific qualifications or any previous experience in advertising.

#### What is First Bite Strategy?

- First Bite Strategy is a fixed three month employment contract at adam&eveDDB
- During your time you'll shadow a Planning Director and work on live client work
- You'll also be given training, assigned a brief to work on with other members of the agency and get one-on-one sessions with our senior leaders
- You'll have the opportunity to work both in the office (we're based at 12 Bishops Bridge Road, Paddington) and remotely
- After three months with us, you'll have a full performance review and a reference in line with our usual policy, agency experience and a range of work contacts
- You'll receive paid annual leave, in addition to a range of our other agency benefits such as access to our in-house GP, physio, nutritionist and ergonomics assessor, weekly yoga sessions, and local discounts
- Avoiding the mystery of unknown salary expectations, this placement pays competitively at the equivalent of £20,000 per annum

# Application process

To apply, we need two things from you:

## 1. Your response to one of the five strategic questions below.

- A. How can retailers get customers back in their stores post-pandemic?
- B. How could a bubble bath brand get the nation to take more baths?
- C. How can UK seaside towns keep domestic tourists coming after Covid-19 travel restrictions have been lifted?
- D. How could an electric car brand get petrol-heads to make their next car electric?
- E. How could a low alcohol beer brand bring in new drinkers?

Your response can be in any format – e.g. a short presentation, a video, an audio recording or a written document – but it shouldn't take us more than 5 minutes to read, watch, or listen to.

This is how we'll judge the responses:

- How insightful is it? For example, is it informed by relevant data or cultural trends? Does it consider human behaviour and motivation?
- How engaging is it? For example, is it easy and interesting to digest? Does it follow a clear narrative?
- How original is it? For example, is this a fresh take on the problem?

## 2. Your CV.

We're not looking for any specific qualifications or industry experience. We just want to understand your journey so far - whether that's further education, previous work experience or doing your own thing.

Send your answer and CV by midnight, Sunday 8th August 2021 to:

[firstbitestrategy@adamandeddb.com](mailto:firstbitestrategy@adamandeddb.com)

## What happens next?

- We will contact successful applicants by the 13th of August to arrange an interview
- Interviews will take place between the 16th and 20th of August
- We are currently recruiting for a start date of the 13th of September 2021, and for another placement to start 3 months later

We can't wait to hear from you.

If you have any questions, see if we've covered them here:

[adamandeddb.com/firstbitestrategy-faq](https://adamandeddb.com/firstbitestrategy-faq)

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