



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. They are 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 £20,111 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 could a traditional bank persuade younger customers to choose them (instead of a newer digital bank)?
- B. How could a bubble bath brand get the nation to take more baths?
- C. What could a petcare brand do to help families needing to cut back on essentials?
- D. How could a car brand help families worried about the cost of fuel?
- E. How could a fashion brand appeal to younger gamers?

Your response to this question 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 response to one of the three questions below, in less than 100 words:

- If you won the lottery tomorrow, what would you do?
- What would the title of your autobiography be and why?
- If you had one word on your t-shirt what would it be and why?

Send your answers by midnight on Sunday 28th August 2022 to:

firstbitestategy@adamandeddb.com

Please do not send a CV or resume.

What happens next?

- We will contact successful applicants to arrange an interview
- Interviews will take place between the 12th and 16th of September 2022
- We are currently recruiting for a start date of Monday 17th October, and for another placement to start on Monday 16th January

We can't wait to hear from you.

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

adamandeddb.com/firstbitestategy-faq

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