



The Think Tank Digital Media Apprentice Research Challenge

As part of your application to join The Think Tank's Digital Media apprenticeship programme, we'd like you to do a little research into us, the work we do and how agencies use digital media to reach and engage audiences.

We're not expecting you to already know how to plan or run digital marketing campaigns. That's what the apprenticeship is designed to teach you.

What we're interested in is your **curiosity, research skills, interest in digital marketing and ability to think about why particular marketing might work.**

Your challenge

Research **The Think Tank** and choose **two other marketing agencies that you think are similar to, or compete with, us.**

Then put together a short presentation covering:

- **What you think The Think Tank does** and the types of clients and industries we work with.
- **The two agencies you've chosen** to compare us with and why you selected them.
- **How you think the three agencies are different.** Look at their websites, social media and other online activity. What stands out to you?
- **Find one example of digital marketing that has caught your attention recently.** It could be an advert, social media post, video, website or something else you've seen online. Tell us what caught your attention and why you think it worked.
- **Look at The Think Tank's online presence.** What do you think we do well and is there anything you think we could do differently or better?
- **Tell us why, having completed your research, you'd like to start your career in Digital Media at The Think Tank.**

Your presentation

Please submit a presentation of **no more than five slides** alongside your CV.

The exercise should take around **60 minutes to prepare**, and you'll have up to **15 minutes to present** your response during the interview.

We're not assessing your PowerPoint or design skills, so don't worry about producing a highly polished presentation. We're much more interested in **what you've found, what you've noticed and what you think about it.**



There aren't necessarily right or wrong answers. If you have an opinion, we'd like to hear it – just tell us what led you to it.

Using AI

You're welcome to use ChatGPT, Claude or other AI tools to help you research and prepare your presentation. AI is increasingly part of digital marketing, so we're interested in **how you use it rather than whether you use it**.

If you use AI, please include a brief note on your final slide telling us **which tool you used and how you used it**.

AI can help you find information, explore ideas or organise your thinking, but the observations, opinions and conclusions in your presentation should be your own.

If you're invited to interview, we'll ask you to talk us through your presentation, what you discovered and how you reached your conclusions.

What we're looking for

You don't need previous digital marketing experience. We're looking for signs that you could become good at it.

In particular, we're interested in **curiosity, digital awareness, research, clear thinking, communication, initiative and enthusiasm**.

We want to see that you notice how organisations communicate online, can form your own opinions about what you see and are interested in understanding why some things capture people's attention.

Above all, we're looking for **curiosity, effort and potential**. We can teach you the platforms, tools and technical skills. We're interested in how you think and the enthusiasm you'll bring with you.

Good luck – we're looking forward to seeing what you discover.