



The Think Tank Marketing Apprentice Research Challenge

As part of your application to join The Think Tank's apprenticeship programme, we'd like you to do a little research into us and the agency market we work in.

We're not looking for you to already be a marketing expert. We're interested in your curiosity, how you approach research, what you notice and how you communicate your ideas.

Your challenge

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

Put together a short presentation that tells us:

- **What you think The Think Tank does** and the types of clients and markets we work with.
- **Which two agencies you've chosen** to compare us with and why you selected them.
- **What you think the main differences** are between the three agencies. This could include their positioning, services, clients, work, culture, personality or how they present themselves.
- **What you think The Think Tank does particularly well** and what stood out to you during your research.
- **What you think one of the other agencies does better than us.** Don't be afraid to be critical – we're interested in your observations and reasoning.
- **What surprised or interested you** while carrying out your research.
- **Why, having researched us, you would like to start your career 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 creating a highly polished presentation. We'd much rather see clear thinking, interesting observations and your own personality.

There aren't necessarily right or wrong answers. We're interested in **what you discover and what you think about 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 working in 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 explaining **which tool you used and how you used it**.

AI can help you research, organise information or develop ideas, but the observations and conclusions in the presentation should be your own.

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

What we're looking for

Above all, we're looking for **curiosity, effort and potential**.

We want to see that you've taken the time to understand The Think Tank, can look at information and form your own opinion, and can communicate what you've discovered clearly.

You don't need previous agency experience or detailed marketing knowledge. That's what the apprenticeship is there to help you develop.

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