



The Think Tank PR Apprentice Research Challenge

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

We're not expecting you to already know how to work in PR. That's what the apprenticeship is designed to teach you.

What we're interested in is your **curiosity, research skills, interest in what's happening in the world and ability to spot and communicate an interesting story.**

Your challenge

Research **The Think Tank** and choose **two other PR or 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 beyond their lists of services. Think about the clients they work with, the stories they tell, the work they promote and how they present themselves.
- **Find one example of PR work from each agency that caught your attention.** Tell us what it was and why you thought it was interesting or effective.
- **Find one recent news story, issue or trend that you think could be relevant to one of The Think Tank's clients or the industries we work in.** Explain why you chose it and what PR opportunity you think it might create.
- **Tell us why, having completed your research, you'd like to start your PR 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 **60-90 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 caught your attention 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 working in PR and 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 PR experience. We're looking for signs that you could become good at it. In particular, we're interested in:

- **Curiosity** – do you naturally want to find things out?
- **News awareness** – are you interested in what's happening and why it matters?
- **Story instinct** – can you recognise something that other people might find interesting?
- **Research** – can you find useful information rather than simply repeating what's immediately available?
- **Judgement** – can you form your own opinion and explain why?
- **Communication** – can you get your point across clearly and concisely?
- **Initiative** – have you gone beyond the obvious?
- **Enthusiasm** – does your presentation suggest that you genuinely want to build a career in PR?

Above all, we're looking for **curiosity, effort and potential**. We can teach you the technical skills of PR. We're interested in the qualities you'll bring with you.

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