



## Graduate Programme 2021 - Application form

To apply for the Graduate Programme please answer both Section A and B of this form. Please choose the question for Section B based on your first practice preference. Applications that do not include a response to the form will not be accepted, so don't forget to attach your responses when you apply!

Unfortunately, only successful applicants will be contacted as we are unable to respond to each application individually due to the volume of applications. Please note that successful candidates will hear from us by 16 October 2020 on details for the next stage of the application process. Good Luck!

Please complete your application by **2nd October 2020**.

As part of our Diversity and Inclusion policy you will be invited to complete an Equal Opportunities survey by email. Please don't add your name or any contact details to this form, and please don't send us a CV as we'll use this form alone to shortlist candidates for the next stage.

Please note that you will need to be available for the assessment day which will take place the week of **16th November 2020**. Unfortunately if you can't make this, we'll be unable to accept your application.

Good luck!



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## Section A

What makes you the perfect candidate for a career in public relations and strategic communications? We value diversity so tell us about what makes you, you.

Please use supporting examples, and the length of submission is up to you!



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## Section B

Show us your fabulous thinking. Please answer only **one** brief from the options below (preferably the one from the team that you're keen to join!).

### Option 1 - Corporate and Technology teams

**Client:** Big Tek Inc, a leading technology company.

**Background:** They have recently been fined for misuse of users' data. The issue led to negative media coverage and political interest. Big Tek Inc have since made several operational changes to address the issue and mitigate the risk of further data misuse.

**Objective:** They are now looking to rebuild their reputation and regain the trust of users. Your job is to offer advice to the organisation's leadership on suggested campaign platform and messages, tactical activations, channels including key media, and political stakeholders to target.

### Option 2 - Healthcare team

**Client:** ABC Pharma, a global pharmaceutical company.

**Background:** They're about to launch a new antibiotic treatment.

**Objective:** They want to increase awareness and understanding before the launch. You have a budget of £50k for an intense six-month communications programme. What's your recommendation?

### Option 3 - Public/Government Affairs team

**Client:** Major UK Airline

**Background:** COVID-19 travel restrictions and the government's 14-day quarantine policy has left the British aviation industry on its knees. Your client, a major airline, based in the UK, has only been able to operate 10% of its usual flights for most of the year, leading to mounting debts, dramatic cost reduction measures, including redundancies, and withdrawal from several airports. Despite previous use of the Job Retention Scheme, it is now ending, and the government's loan schemes haven't appealed to your client's investors. Unless things change, and demand for flights returns soon, the client fears they will go bust. So far, the government has seemed more concerned about avoiding a second wave of COVID-19 infections, than stopping a total collapse of aviation.

**Objective:** Your client wants to make a public case to the government to get Britain flying again. Your job is to offer advice to the organization's leadership on suggested approach, messages, tactics and audiences.

### Option 4 - Consumer team

**Client:** Brand Britain.

**Background:** They are experiencing reputational change around the world.

**Objective:** You have £500,000 to drive re-appraisal of the brand over the next 12 months. Only 20% of the budget can be spent on advertising. What's your recommendation?

### Option 5 - Social and Innovation team

**Client:** Confectionary brand(s)

**Background:** The company behind a range of much-loved sweet and chocolate brands, their social media programme needs to reflect the reality that while consumers across the UK love their brands, they are operating in an increasingly challenging environment thanks to ongoing debates around sugar, obesity, child health, and even palm oil and sustainability.

**Objective:** Maintain the enthusiasm and passion of their brand fans, while countering criticism, telling positive stories, and showing commitment to being a force for good.

Your job is to offer advice to the company's social media team on suggested techniques, platforms, and content ideas to achieve this objective, including thoughts on how to use paid and organic content to reach audiences.



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### Option 6 - Intelligence team

**Client:** Big Consumer Electronics Inc.

**Background:** The client is gearing up to launch one of its flagship smartphones. While sales of last year's smartphone series were good, they lagged among Gen Z consumers across Europe. Recent consumer market research suggests that Gen Z will delay or defer purchase of a smartphone in 2020.

**Objective:** The client is planning a press and social media campaign to research and convince Gen Z consumers to consider and then purchase their latest series smartphone.

Your job is to find and synthesize relevant trends and research on Gen Z that will inform the client's campaign plans to reach and engage this audience on social media, tapping into emotional triggers that will increase content engagement and action (e.g. visiting client website or online retail store).

### Option 7 - Creative Studio

**The Task:** A request has come in from one of our Client Services team. How would you respond to the below query? What questions would you ask and are there any opportunities or ways we could add value to the project?

**The Request:** "One of our global clients is looking for some help creating an infographic on 'the future of business' and wants to know approximate costs. Please can you let me know what kind of information you'd need in order to put together a quote? Also, please articulate what kind of information you need from the client in order to put together the best creative brief."

