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## RPM Graduate Scheme 2008!

At RPM we offer are always looking to meet bright and motivated young people to join our agency. This year we are offering a great opportunity for graduates to join our top independent agency voted Brand Experience Agency 2007 and 20<sup>th</sup> Sunday Times Top 100 Best Companies to work for!

### About the job

Graduate places will start during September 2008. Initially you will start within one of 4 teams, Account Handling, Production, Planning or Creative. You will spend three weeks in each team to allow you to get a true understanding of how each team works.

While you are spending this time over 12 weeks working with various teams on different projects you will receive some great all-round training both to give you the best skills possible to allow you to thrive within this industry. You will receive the support and coaching of the various teams and be given the opportunity to support teams on New Business pitches.

By December we will come to a decision with you as to what area of the business you should specialise and enjoy the most.

### About RPM

RPM is a creative experiential marketing agency, specialising in developing integrated brand experience campaigns that connect consumers and brands effectively. This is achieved by creating interesting environments that allow both to interact together.

Founded in 1993 as the UK's first dedicated experiential marketing agency, RPM's philosophy is 'experience is everything' this guiding principle is at the core of everything the agency delivers. Put simply, RPM views experiential marketing as the only form of real brand communication - everything else is merely presentation.

Ranked number one in Marketing magazine's 2005 survey of experiential marketing agencies, RPM creates campaigns and events that are founded in the essence of the brand whilst connecting consumers in a creative, compelling and memorable way. This creates a powerful two-way dialogue between an individual and a brand, in the process establishing experiential marketing as a hugely impactful channel for true communication.

RPM is uniquely positioned in that the agency delivers an integrated service including the provision of fully trained field staff via PeoplePeople, a wholly owned subsidiary.

Importantly, RPM has developed its own set of robust planning and evaluation metrics for measuring the effectiveness of campaigns. An industry first, the tools and methodologies RPM employ include *Digital Optimisation* and *Media Data Bank*, allowing experiential to be considered a truly strategic marketing discipline that integrates seamlessly with other disciplines.





Key clients include; Bacardi Martini, Cadbury Trebor Bassett, Coors, Diageo, Merisant, Scottish & Newcastle, Sky, Umbro and Unilever.  
Website: [www.rpmltd.com](http://www.rpmltd.com)

Based in West London RPM is one of the top UK's Experiential Agencies, over the last 13 years we have grown to nearly 100 staff and still growing rapidly. Recent new divisions include Phiz an independent Field Marketing to agency sitting within the RPM group. Our Culture is honest, challenging and friendly with open-plan offices.

### What we need from you

You must have a strong interest and basic grasp of Experiential Marketing and how it fits in with other Promotional and Marketing disciplines. We're looking for candidates who work well within teams and have a passion for this sector.

### How to apply

- Really think about why you would want to work for RPM.
- Visit our web site, look around and consider the variety of clients and the case studies.
- Select an essay question to complete with a CV.
- CV's alone will not be accepted.
- Applications must be received by 30 March 2007 for a September 03 start.
- Interviews start at the beginning of May followed by a full graduate selection day during May/June and offers within two weeks after this. Sources: check out [www.mcca.org](http://www.mcca.org), Brandrepublic.co.uk, or Marketing, Event, Promotions & Incentives magazines.

### What you need to apply?

Email a CV + a covering letter + shortlisting exercise, titled "RPM GRAD SCHEME 2008" including:

1. Reasons for your interest in Experiential Marketing
2. A bit of information about what work experience you've had
3. A completed essay (no more than 2 sides of A4 - see below)

Chose an option and explain how you might address it. Submit no more than 2 sides of A4.

1. A certain large fashion retailer aiming at female consumers aged 16 - 25 is an increasingly weak position; the core consumer audience that it successfully marketed to 5 years ago have now got older and moved on to fashion pastures new and it has failed to recruit new young consumers in their place. Their brand therefore has a generation gap and has subsequently been tarnished with a slightly outdated and out of touch image. A huge review of the retailer's product has led to the creation of an exciting new design team and they have produced a range that has received rave reviews by both the fashion industry and indeed consumer focus groups. The range has heavily been inspired by the "fast fashion" trend and encourages consumers to recycle, customise and reinvigorate their wardrobe by mixing fashions and styles to create new and dynamic looks. Our job is to launch the new range to the audience and drive them to store. Your brief is to outline what role experiential marketing should play in the campaign and, where you see fit, what role complementary media should play.





2. An established organic yogurt company has a strong brand with high levels of consumer consideration with its target audience, females aged 25 - 35 but like the rest of the market suffers from a lack of brand loyalty. The yogurt category itself is in a very healthy position, significantly growing year on year. Growth has been driven mainly by an increasingly health conscious consumer, however the majority of consumers only use the product for one or two dishes and don't realise the versatility and therefore health benefits it could bring to other eating occasions in their life. Consumers in the category tend to be swayed by the incredible number of price promotions and therefore the value is being driven out the category and the fortunes of the brand are being threatened. Our brand wants to avoid price promotions to avoid damaging the business' profit margins but realises that it must somehow build a more loyal consumer following if it is to remain in growth. Your brief is to outline what role experiential marketing should play in the campaign and, where you see fit, what role complementary media should play.

Things to think about....

*Overall...*

- Thought into the consumers lifestyle. What appeals?
- Recognition of the business requirements given the lifestage of the brand
- Creative ideas that tie back to the small amounts of information about the brands
- Suggestions of live environments that compliment the consumer's lifestyle and the brand's story.

**Deadlines**

Applications, with a shortlisting exercise are to be received no later 30 March 2008.

Candidates will be notified about selection for interviews at the latest by 21 April 2008.

Please email applications to [claire.thompson@rpmltd.com](mailto:claire.thompson@rpmltd.com)

Please inform us in advance of any special needs we should be aware of so we can accommodate at interview. e.g. mobility, hard of hearing or visually impaired.

