

PABLO NEXT



CREATIVE STRATEGY PLACEMENT

Are you HUMBLE & CURIOUS?

At Pablo, we're on a search for people with a humble spirit and curious mind to join us for a 3-6 month creative strategy placement.

We're looking for those with raw potential, rather than any specific qualifications or experience. You might be working in a totally different type of role, a uni student, or have recently left school or college... as long as you have the right brain and mindset this could be the role for you.

What is CREATIVE STRATEGY?

Strategy in an ad agency is all about mixing research, insight, and creativity to craft compelling brands and campaigns. You'll shape groundbreaking ads, influence trends, and help brands shine. It's a dynamic role where your ideas make a real impact.

YOU will be:

- Tapped into culture, societal shifts, and forces... whether that means you're a meme queen or an anthropologist.
- Fascinated by what drives human behaviour and decision-making... and how that applies to brands today.
- An original thinker who sees things differently... and uses their entrepreneurial spirit to make things happen.

What is PABLO NEXT?

- A fixed-term 3-6 month contract at Pablo London. You must be 18+ to apply.
- During your time you'll be working on client work, shadowing strategists, and receiving training from senior leaders.
- At the end of your time with us, you will have a performance review, reference, experience and contacts in the industry.
- This placement pays the equivalent of 26k per annum and you will receive annual leave.

HOW TO APPLY?

PART 1:

Your response to ONE of the four strategic questions below:

- How would you encourage parents to teach their kids about money?
- How would you encourage Gen Z to start eating spam?
- How would you encourage men to go for a prostate check?
- How would you encourage the UK to wash their clothes less often?

You can present this in any format you like - Word doc, Google slides, voice note, video, TikTok etc - but it should take us no longer than 5 minutes to take in and it should stand out from the crowd.

PART 2:

And your response to ONE of the following:

- Which famous person would you be reincarnated as and why?
- What would your one-person show be called and why?
- Make an image that represents you on MidJourney and explain your reasoning?

Important information:

Please submit your responses to:
csplacement@pablolondon.com

A shortlist of candidates will be invited to a virtual interview in July.

This placement can start anytime from August.

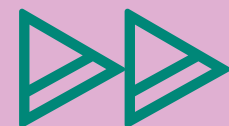
A bit about Pablo:

Pablo is an independent, brand-led creative agency based in London, voted Campaign Magazine's 2022 Independent Agency of the Year and Global Independent Agency of the Year.

The ego-free home of the 'humble radicals', Pablo is helmed by well-respected industry figureheads with a versatile array of specialisms and is uniquely structured to support continual changes in the increasingly pressurised marketing landscape.

Pablo has one humble ambition which is to create talked about ideas that drive brand and commercial growth. We work with a broad range of clients from Carlsberg to DFS and Deliveroo.

pablolondon.com



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