

## Advertising interview questions

- If you had 24 hours to live, how would you spend it?
- List 10 things you could do with a coat hanger.
- You awake from a coma after 15 years: what has changed?
- You are in a totally white room: describe your surroundings without using the word "white"
- What do you think this question should be?
- What is your favourite advertisement and why? (Grey, Ogilvy, TBWA)
- What is your least favourite advertisement and why? (Grey, TBWA)
- Name an ad campaign that hasn't worked and why? (Grey)
- What do you watch on TV?
- One thing in your life you are least proud of?
- If you could go back or forward in time – where and why would you go?
- If you could have designed any building, which one would it be and why?
- What makes a good advertising campaign? (Ogilvy)
- Do you know a campaign which has actually made a company worse off? (Ogilvy)
- What will you do if you don't get into advertising. (TBWA)
- Think of a situation when you have had to bring other people around to your view point. (TBWA)
- Questions to assess how sharp you are e.g. "Think of a photo of a group of men in the 1930's 1940's and even 1950's. They are all wearing hats. Imagine a group of men in the 1960's. They are not wearing hats. Why?" (Ogilvy)

### Tests and group exercises used in the selection process

Creative/divergent thinking test: 10 questions, 4 minutes to answer each one by writing down as many solutions as you could.

Pick an advert (they gave you a choice of 5) and along with another candidate had to do a 'Pitch' to the interviewers.

A five minute oral presentation. We had to take in an object which we felt represented us and talk about it for five minutes.

We were given a product and asked to come up with an advertising campaign for it. We then had to present our ideas to the rest of the interviewees and about ten interviewers, all from different parts of the agency. In this case, it was for Ski yogurt. We were given a brief and we were told to go into our groups (4 people) and we had four hours to come up with a way of relaunching the product and then make a fifteen minute presentation explaining it.

Individual interviews: discussed a script for a new advertisement.