11 Rumptons Paddock,

Grendon Underwood,

Aylesbury,

Bucks.

HP18 0SN

26 February 2013

Dear Will,

Please accept this covering letter and the accompanying CV by way of application for your Brand Building Apprenticeship.

I think I would be perfect for the role as I already have some experience of branding/marketing and have always had my ideas well received. Unfortunately, because I work within a start-up company, and the consultancy we have done has been for other start-up companies, there often has been no budget to follow through on any interesting strategy suggestions. That is why I’m particularly interested in the opportunity at Elephants Can’t Jump, because I want to work in a company with the experience and expertise to mentor me, and the resources to be able to do the job properly.

If you were a brand, which one would you be?

If I were a brand I would be L’Oreal. Like their products, my promise would be to work hard so you don’t have to. The benefits I bring are, much like those of their make-up and skincare, to help you to be the best version of yourself possible. Using good quality make-up and skincare can give people the confidence to achieve more and can help users tackle their problems from a different angle. With make-up you can use highlighters, blushers and bronzers to make non-existent cheek bones stand out, this is much like my problem solving abilities where I try not to focus on what we don’t have at our disposal, but to deploy what we do have in a different way to the same effect.

L’Oreal stands out from the market because they put a lot of energy into scientific research to be able to offer their customers innovative new products. Similarly, I am a naturally curious person and ask questions and do research where possible to find better solutions to the problems in front of me.

One of my favourite values that L’Oreal demonstrates is their willingness and desire to listen to their customers, with the recent advent of the Board of Beauty project. I am also a very good listener and value it as a skill. Only through listening to everyone involved with a project, both the client and colleagues, can you come up with the best possible solution.

Through their acquisition of The Body Shop, L’Oreal also embodies values such as fairness. The Body Shop has always prided itself on using fairly traded ingredients in their toiletries, whilst maintain quality standards. I hold similar ideologies with regards to meritocracy and valuing hard work, both in myself and others.

Finally, I think I am like L’Oreal as a brand because there are many different facets to my personality, much like how L’Oreal owns a multitude of brands, yet these are all brought together under one umbrella. The different brands are all allowed to have their own personality, strengths and weaknesses, yet also all live up to the high standards consumers expect from L’Oreal.

Like L’Oreal my true value is not intrinsic to what I am, but what I can do for you. Hire Jo Chuter, because you’re worth it!