

Dear Gem,

I am very keen to apply for a position at [REDACTED]. I love the way you bring research to life and believe I would be well suited to your culture – pushing boundaries through serious work in a stimulating, fun environment.

I have relevant research and design experience and an enquiring mind, which should equip me well for a role with [REDACTED]. I recently completed an internship at [REDACTED] researching a diverse range of brands including sportswear, ice cream and loyalty schemes. I was involved in all aspects of fieldwork organising stimulus, transcribing at focus groups and liaising with clients. Follow-up work included analysis, assisting with writing and presenting the client debriefs. As a naturally curious person, the aspect I most enjoyed was constantly learning about the job, consumer attitudes, brands and cultural diversity.

I graduated with a [REDACTED] BA(Hons) degree in [REDACTED]. A vital part of my degree and recent work involved researching consumer behaviour and trends. This was the focus of my dissertation and the foundation for design projects. A role with [REDACTED] would therefore be a perfect match with my interests and strengths.

My dissertation explored the impact of visual communication in the food industry, relating to the paradox of high fat people and low fat food. The study explored how explicit and implicit marketing builds brand identity and influences the purchasing decision, sometimes misleading consumers. The insight I gained was that, in an environment of confusion and controversy, the consumer looks for brands they can trust and eventually honest brands will win. My creative insight added significant value to business propositions; I used my findings to develop two projects, which have been well received by relevant organisations: A business tool to explain the relationship between the purchase cycle and the marketing mix, and a multi-faceted supermarket campaign to promote the consumption of fruit and vegetables.

Your incisive '[REDACTED]' research fascinates me delving into consumers' minds to develop a distinctive, relevant communication strategy. I am using this approach in producing an app for graduates. It has entailed extensive research into unfamiliar fields (such as finance), aided by social media surveys and interviewing industry experts. I have worked on every aspect, from devising the business plan for monetisation and marketing, to the research and creative direction.

One of my most enlightening challenges was participation in a voluntary project to improve living standards in [REDACTED], where I immersed myself in a different culture: living in primitive conditions, I taught English and sport to primary school children and helped build hygiene facilities; I went spear fishing, learned local dances and this is where I climbed the volcano!

Working closely with creative agencies is an area where I believe I could make a positive contribution at [REDACTED], in Advertising and Packaging, but also within research: I recently worked with [REDACTED] and the [REDACTED], where I was commended for my 'insightful and different approach' to the research. The campaign was for rail safety, prevention of suicide. I investigated how people felt before they attempted suicide, building a profile and then recommending positive strategies that could avert the situation.

I would love to learn more about the research that [REDACTED] delivers, including '[REDACTED]', NPD and shopper/retail. Your creative approach so appeals to me and I know I would thrive in such a forward-thinking company. I hope that you will consider me for a position. I have included my portfolio, CV and two reference letters from recent employment.

I would welcome the opportunity to meet you.

Thank you for your consideration.

Kind regards,

Sophie