



WELCOME TO
BOUNTIFUL COW

HELLO. WELCOME TO BOUNTIFUL COW.

We're a challenger business for challenger businesses.

We exist to help the underdog to win.

We have one simple approach to our work – we call it **Relative Advantage**.

You won't win by spending less money in the same places as your competition, so you have to look for the opportunities they've neglected or overlooked.

That could be an audience they're not reaching, a media channel they're not using, a new way to distribute their product or jumping on a trend they've not yet noticed.

That's how we win.

To do that, we need a team that can bring lots of different perspectives. We want Bountiful Cow to be a place where you can be yourself, where you can break the rules and produce the work that will define your career.

Make no mistake, you're here to do things differently.

Today, you're coming here as an outsider to the industry. The one thing I would ask is that you ever lose that mentality. Don't go native. Keep bringing outside perspectives and never settle for anything but your very, very best every single time.

Thank you for joining us. We can't wait to see what you come up with.

ADAM FOLEY

CEO

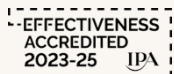




WHAT IS A MEDIA AGENCY?

With an industry not well known to the outside world, you might just be wondering what a media agency does? We plan advertising to reach the right people in the right place at the right time...all for the right price. We're not in the business of creating the ads as this is a creative agency's responsibility. We buy advertising space at the best price for our clients, making sure that audiences are exposed to our brands, and helping deliver business results.

The difference in our industry is the people, so overinvesting in our staff to ensure they are happy, full of energy and motivated is without doubt the best way to deliver the very best quality of work for our clients, and this is something we know they appreciate.



BOUNTIFUL COW: APPRENTICESHIP SCHEME

Working at Bountiful Cow is fast paced and varied, no matter what team you're in. We are looking to offer **2 apprenticeship positions, 1 in our AV team and 1 in our Digital team.**

AV Apprentice: You'll support the activation and delivery of AV campaigns, helping to book, traffic and manage media across: TV BVOD, VOD, Cinema, Radio and Digital Audio, while ensuring campaigns run smoothly and on schedule.

Digital Apprentice: You'll support the activation and optimisation of digital campaigns, helping to set up, monitor and report on activity across Paid Social, Display & Online Video, ensuring campaigns deliver against client objectives.

Alongside studying for your Apprenticeship Qualification, we'll expect you to carry out some key responsibilities;

Reporting: Using multi-media systems to monitor competitor activity, examine audience behaviour and demographics, and to implement and evaluate campaigns.

Establishing media owner relationships:

Liaising with media owners, keeping informed of the latest developments within their sector and building strong relationships to deliver the best value for our clients.

Administration: Keeping on top of finance, bookings, competitive reporting, campaign analysis, client updates and weekly client reports.

Contributing to agency life: We encourage employees to get involved in wider areas of the business. This can be anything such as new business pitches, DE&I initiatives, events planning or researching consumer and market trends.

Industry knowledge: Keeping up to-date with both media and wider industry news to keep the agency and clients informed with relevant and interesting information.

Audience Research: Using desk and primary research to tackle clients' biggest insight challenges as we look to communicate with customers in more impactful ways.



THE APPRENTICE PACKAGE

WHAT WE WANT FROM YOU

We're looking for the brightest and the best, and while we don't expect you to know the ins and outs of our industry, we are looking for enthusiastic candidates with an appetite to learn.

Being prescriptive isn't our style, but we do have some key skills and characteristics we look out for including:

- Strong communication skills
- Analytic skills
- Critical thinking
- Problem solving
- Team work
- Creativity
- Diligence

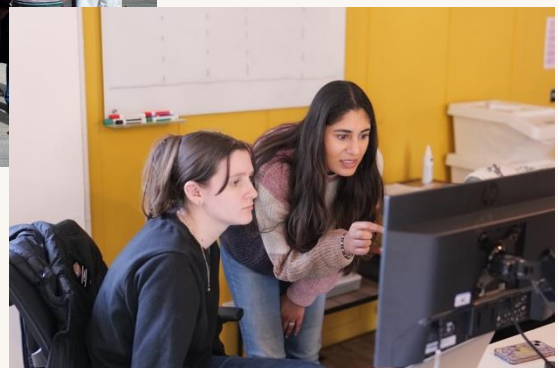
WHAT WE PROVIDE YOU

From day one you'll be treated just like any other employee, with access to a range of benefits, unlocking even more once you pass your probation.

A salary of £29,000 pa

Extensive benefits package including:

- 27 days holiday, increasing to a max of 30 with each year of service
- Up to 5 learning days each year to support learning & development
- Flexible & hybrid working
- Free gym membership
- Healthcare insurance
- Flexible pension plan (8% employer contribution under £35k)
- Cycle to Work & Techscheme
- Regular team socials
- Plus many more!





THE APPLICATION PROCESS

STAGE 1

APPLICATIONS CLOSE: 20th March 2026

- Send in your CV & Cover Letter via the Creative Alliance application link [HERE](#) detailing why you would love to work at Bountiful Cow & why you'd like to enrol onto an apprenticeship programme.
- Complete our psychometric test from Spotted Zebra by 27th March so we get to know more about you.

STAGE 2

HOMEWORK : Complete prior to assessment day w/c 6th April 2026

- Successful candidates will be invited to complete a short homework piece, including a maths test and some media related questions.

STAGE 3

APPRENTICE DAY

- Apprentice Day will take place w/c 6th April 2026. Candidates who have demonstrated a strong result in the homework task will be invited to a day at Bountiful Cow where you will be interviewed by the teams and participate in a variety of tasks.
- We will cover train travel expenses to attend the assessment day.

Job Start Date 27th April / 5th May 2026