



AMERICAN  
ADVERTISING  
FEDERATION  
ACADIANA™

## 2016 STUDENT SCHOLARSHIP APPLICATION

Name: \_\_\_\_\_ Year in School: \_\_\_\_\_

Major: \_\_\_\_\_ Minor: \_\_\_\_\_ GPA: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### SCHOLARSHIP GUIDELINES

#### ■ CRITERIA

- GPA of 3.0 or higher
- Must be enrolled as a full-time student at a local university
- Must be in a major with an emphasis in advertising such as Advertising, Marketing, Communications, Journalism, Graphic Design, Public Relations or Broadcasting

#### ■ APPLICATION REQUIREMENTS

- Complete this form
- Submit proof of current GPA and major
- Provide a current resume with any academic honors, special projects, activities and/or work experience that you would like the Scholarship Selection Committee to consider
- Submit an essay discussing the following criteria:
  - (1) Select the following “bad” advertising essay topic based on your major and discuss your recommendations for improvement. As with all great advertising, strategies should be backed by research. Please cite at least 3 sources of research within your essay to support your recommendations. Students are welcome to include loose sketches, story boards, scripts and/or copy samples to help support their narrative. (No word limit)
    - **Advertising / Broadcast / Communications / Marketing:** Mountain Dew’s Kickstart ‘[PuppyMonkeyBaby](#)’ Superbowl 50 commercial
    - **Graphic Design:** McDonald’s latest [packaging redesign](#)
    - **Public Relations:** Protein World’s ‘[Are You Beach Body Ready?](#)’ campaign backlash
  - (2) A brief description from the applicant outlining his or her career goals and intentions if awarded a scholarship. (250 word max)

#### ■ SUBMISSION

Provide all application requirements by email attachment in a single .pdf to [president@aafacadiana.com](mailto:president@aafacadiana.com)

#### ■ DEADLINE

All scholarship application submissions must be received by Friday, April 1, 2016, no later than 5 p.m.

#### ■ AWARDS

Up to \$2,000 worth of scholarships will be awarded based on the merit of applications.

#### ■ RECIPIENT NOTIFICATION

Winners will be notified by Monday, April 11th via email and awarded at the Student Showcase on Friday, April 15, 2016.

P.O. BOX 62005 LAFAYETTE, LA 70596

THE UNIFIED VOICE OF ADVERTISING