

CREATIVE APPLICATION

SWEET DREAMS ARE MADE OF THESE...

The advertising industry is a magnet for creative people of all kinds: artists, designers, writers, filmmakers, entrepreneurs—you name it. But the thing that all of these have in common is an ability to produce big ideas. This application is designed to give us a sense of your ability to do just that.

The goal: offer a smart, creative, profound, funny, serious, wonderful, compelling answer to the prompt above using any medium you see fit (visual, audio, video, paper, digital, printed, handmade, etc.) as long as it abides by the guidelines below. Whatever you choose to do, make sure it's not obvious, cliché, or low-hanging fruit.

Please know that this is NOT a request for an ad. In fact, your submission doesn't have to mention anything about advertising at all if you so choose. Likewise, while we encourage those with artistic talents to flex them, keep in mind that the strength of the *idea* in/behind your submission will set you apart. So, please place as much emphasis on *thinking* about your answer as you do in *crafting* it.

Make sure your answer is fully original and isn't likely to be duplicated by other applicants. We want to see how YOU think, so don't base your answer on someone else's work or something you found on the Internet. Remember, we can Google your idea, too. So, make your *own* statement.

Your submission can be as short or as simple as you like. It can also be as intricate or complex as you like. Just make sure that whatever you submit requires no more than 90 seconds of reading, viewing or listening from beginning to end. However, your aim should be to leave an impression that lasts much longer than this. Make us want to re-watch, re-read, or think about your submission again (and again).

The creative merit of your submission will be the only focus of our evaluation, so please **do not include any words, images, or video footage that might reveal your name, face, or identity**. In other words, you should remain totally anonymous. All submissions, physical or digital, must be placed into a sealed envelope, no larger than 12" x 18". The only thing that should be written on this envelope is: "Creative Application" and your SMU ID number.

If you are submitting a digital file, it must be saved on a small USB drive in a standard file format that is easily opened without special software or expertise (Ex: pdf, jpg, mp4, mov, mp3).

So that we can eventually connect *you* with your anonymous submission, make sure that your SMU ID number is clearly indicated somewhere *on* your submission—not just the outer envelope. If it's a physical submission, consider attaching a tag or a label in an inconspicuous place. If submitting a digital file, make sure you label or tag your USB drive with your SMU ID number and use the same ID number for the name of your actual file: (Ex: 12345678.jpg).

To preserve the fairness and anonymity of the application process for you and future applicants, please do not share or post your submission online/publicly, before *or* after the process has been completed.

All materials due to TAI office (ULEE 202) by Thursday, March 10th at 4:00pm.

Application materials become the property of TAI and will not be returned.

Good luck!