



AMERICAN ADVERTISING FEDERATION OF NORTH DAKOTA

# LARRY GAUPER ADVERTISING CREATIVITY SCHOLARSHIP

**All submissions must be received by 5pm CST on Friday, February 3, 2017**

The Larry Gauper Advertising Creativity Scholarship offers a \$500 award to one undergraduate student each year. The winner must demonstrate exceptional creative talent, passion for the advertising industry, and a commitment to a communications-based career. The competition is open to all undergraduate students enrolled in colleges in North Dakota and Moorhead, Minnesota. The award will be presented at the AAF-ND's ADDY Awards event on Friday, February 24.

Entrants must provide no more than five and no less than three examples of their creative ability in communications. These examples may be from any type of media — i.e. print, broadcast, interactive, copywriting. If the example was a collaborative effort, please include which part of the project you worked on. For example, if you wrote copy for a print piece along with a designer, please indicate you were the writer on the project.

## JUDGING CRITERIA:

1. Level of creativity demonstrated in provided samples
2. Involvement and experience in primary area of study
3. Demonstrated passion for advertising communications
4. Long-term career goals
5. Two letters of endorsement from employers, instructors, and/or community members
6. Interview (*Finalists may be interviewed if deemed necessary.*)

## MATERIALS TO SUBMIT:

1. Application (including application form AND essay responses)

*The application begins on page 2 of this document. This document is a PDF with fillable forms; you will need to open it in Adobe Acrobat in order to save your answers. If you do not have Adobe Acrobat, you can download the free Reader version [HERE](#).*

2. Two letters of endorsement from employers, instructors, and/or community members

*Submit these letters as PDFs. They can either be sent along with your submission or your endorser may email his/her letter directly to Stephanie Grosz at [stephanie@promersberger.com](mailto:stephanie@promersberger.com).*

3. 3–5 samples that demonstrate your creative ability

*See INSTRUCTIONS BY MEDIUM on page 2 for additional details for sample submissions.*

## HOW TO SUBMIT:

All materials must be submitted electronically in a compressed (zipped) folder to Stephanie Grosz at [stephanie@promersberger.com](mailto:stephanie@promersberger.com). The zip folder must be named in this format: **Gauper2017\_FirstNameLastName.zip**



## INSTRUCTIONS BY MEDIUM:

**Standard print materials:** Please submit your files as jpegs or pdfs at 100-150 ppi. Items such as a logo and stationery may be submitted as a single entry so long as all of the pieces are arranged within a single file (such as a multiple-page pdf). Campaigns with multiple components (such as a 3-piece advertising campaign) will be considered multiple entries.

**3D print:** In instances where the finished design is three-dimensional, please photograph the finished project. Submit the photo(s) and the design layout file in a single file (such as a multiple-page pdf).

**Broadcast:** For television or radio compositions, please upload your broadcast media to a website (such as YouTube or Vimeo) and provide the link. If the spot has not been produced, a script is acceptable.

**Interactive:** If the online media is live, please submit a link for the judges to review. In addition to the link, provide a pdf of the design in case the link does not work. If the online work is in the design phase, please submit a jpeg or pdf of the site design. Animated online advertisements — such as a Flash banner ad— may be submitted as a story board.

*\* Work that is not submitted digitally will not be reviewed. If you have questions on how to submit, please contact Stephanie Grosz at [stephanie@promersberger.com](mailto:stephanie@promersberger.com).*

**Application Deadline:**  
**February 3, 2017**



**LARRY GAUPER ADVERTISING  
CREATIVITY SCHOLARSHIP  
APPLICATION FORM**

First Name \_\_\_\_\_ Middle Initial \_\_\_\_\_

Last Name \_\_\_\_\_

Home Address (permanent) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Address (local) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**If employed, please list the business' name, location, and how many hours you work per week:**

## #1: CREATIVITY



**ESSAY QUESTION:** Describe the three creative samples you have provided and explain how they demonstrate your level of creativity.

*Please type your answer in the space below:*

## #2: INVOLVEMENT AND EXPERIENCE



**ESSAY QUESTION:** What involvement and/or experience have you had in your primary area of study, outside of academic courses?

*Please type your answer in the space below:*

### #3: PASSION



**ESSAY QUESTION:** The most successful creative people love the process – including the tedious parts. Hitting the wall and breaking through it are part of the job. Explain how you possess the passion to persevere in this profession.

*Please type your answer in the space below:*

## #4: LONG-TERM GOALS



**ESSAY QUESTION:** Before retiring, Larry Gauper spent 30+ years in the communications industry. What are your long-term career goals and how do you intend to reach them?

*Please type your answer in the space below:*

**Application Deadline:**  
**February 3, 2017**



## **LARRY GAUPER ADVERTISING CREATIVITY SCHOLARSHIP**

### **APPLICATION FORM: LETTERS OF ENDORSEMENT**

**Applicant:** Give this form to an instructor, employer and/or community member who knows your special talents, academic ability, and leadership qualities.

**Endorser:** Please complete this form and include it with your letter of recommendation.

**About the Award:** The American Advertising Federation of North Dakota (AAF-ND) is a professional organization dedicated to furthering the marketing and advertising professions. Each year, the AAF-ND awards the Larry Gauper Advertising Creativity Scholarship to a student who shows superior promise in creative communication professions such as graphic design, copywriting, animation, video production or web development.

**Submitting your letter:** Please assess the student's creative talents, academic performance, and leadership qualities. When finished, return the written letter to the applicant so that they may include it along with the other application materials. If you wish to submit your letter privately, you may email it directly to [stephanie@promersberger.com](mailto:stephanie@promersberger.com).

**STUDENT'S NAME:** \_\_\_\_\_

The person whose name appears above wishes to have you write an endorsement regarding his/her qualifications for the AAF-ND Larry Gauper Advertising Creativity Award.

### **ENDORSER INFORMATION:**

Name (please print) \_\_\_\_\_

Title \_\_\_\_\_

School/Company \_\_\_\_\_

City/State \_\_\_\_\_ Daytime Phone \_\_\_\_\_