



Helen Lansdowne Resor Scholarship

2015 APPLICATION

THE HELEN LANSDOWNE RESOR SCHOLARSHIP

SPONSORED BY J. WALTER THOMPSON
IN PARTNERSHIP WITH THE 4A'S FOUNDATION, INC.



Helen Lansdowne Resor Scholarship



The \$250,000 international Helen Lansdowne Resor Scholarship will assist and promote talented female creative advertising students from around the world in honor of JWT's (and the industry's) first female copywriter, Helen Lansdowne Resor.

The industry as a whole is going backward when it comes to diversity and women. The advancement of women is a major cultural challenge, and JWT as the oldest global agency (and one of the largest) has the ability to move the needle and change the paradigm going forward.

Helen was a brilliant creative whose capacity to think, create and innovate helped her push the barriers of advertising. She is credited with being the first to deploy sex appeal in advertising with iconic campaigns like Woodbury Soap's "A skin you love to touch," and sparking the celebrity testimonial industry with her use of endorsements from socialites, European royalty and other well-known women in her work for Pond's Cold Cream.

She was a working mother and ardent feminist who championed the advancement of women's rights both inside and outside of the agency. During her tenure, JWT was known as the "Women's Agency," where bright young female talents had a chance to succeed.

She was a true pioneer who helped JWT push boundaries then — and now, with the creation of the scholarship in her memory.

JWT'S 150TH ANNIVERSARY

In 2014 JWT marks its historic 150th anniversary, a year where we are celebrating the spirit of innovation, bravery and ambition that has been in our DNA since our founding in 1864. This pioneering spirit is what has led us to past successes and inspires us to continually reinvent and renew ourselves.

ABOUT JWT

J. Walter Thompson, the world's best-known marketing communications brand, has been inventing pioneering ideas for the past 150 years. Headquartered in New York, JWT is a true global network with more than 200 offices in over 90 countries, employing nearly 10,000 marketing professionals. JWT consistently ranks among the top agency networks in the world and continues a dominant presence in the industry by staying on the leading edge—from hiring the industry's first female copywriter to developing award-winning branded content today. For more information, please visit www.jwt.com and follow us [@JWT_Worldwide](https://twitter.com/JWT_Worldwide).

ABOUT THE 4A'S

Founded in 1917, the 4A's is the national trade association representing the advertising agency business in the United States.

It is a management-oriented association that offers its members the broadest possible services, expertise and information regarding the advertising agency business. Its membership produces approximately 80 percent of the total advertising volume placed by agencies nationwide. Although virtually all of the large, multinational agencies are members of the 4A's, more than 60 percent of our membership bills less than \$10 million per year.

The average 4A's agency has been a member for more than 20 years, and a dozen agencies can trace their memberships back to the group of 111 agencies that founded the 4A's in 1917. As a national trade association, the 4A's is bound and strengthened by its own constitution and set of bylaws, mission statement and standards of practice. These rules have been formally reviewed and approved by the 4A's Board of Directors and membership as a whole.

TO BE ELIGIBLE, AN APPLICANT MUST:

- Be female
- Be registered as a student at least 18 months from graduation at one of the designated HLR participating undergraduate and/or portfolio schools (listed below)
- Show creative talent and promise
- Maintain satisfactory academic and creative progress as determined by one's school. If the scholarship recipient leaves the school by transferring* or not completing the program, the scholarship will be revoked.
(*NOTE: If the recipient transfers to another approved school, the committee will retain the option to review, however in these transfer cases the scholarship will most likely transfer with the student.)

ELIGIBLE SCHOOLS

+ CANADA

Concordia University
McGill University
OCAD University (formerly Ontario College of Art and Design)
Queen's University
University of British Columbia
University of Toronto
Western University

+ CHINA

Communication University of China
Guangzhou Academy of Fine Arts
Shanghai Normal University
Xiamen University

+ INDIA

National Institute of Design
Sophia College of Women

+ JAPAN

Musashino Art University
Tama Art University
Tokyo Geijutsu Daigaku (Tokyo University of the Arts)

+ MIDDLE EAST

American University of Beirut
American University in Dubai
American University in Sharjah
Ecole Superieure Des Sciences et Technologies du Design
German University in Cairo
Princess Nora Bint Abdulrahman University

+ SOUTH AFRICA

University of Cape Town
University of Johannesburg
University of Pretoria

+ UNITED STATES

Art Center College of Design
Carnegie Mellon University
Creative Circus
Fashion Institute of Technology
Howard University
Miami Ad School
Minneapolis College of Art and Design
Parsons The New School for Design
Portfolio Center
Pratt Institute
Rhode Island School of Design
Savannah College of Art and Design
University of Illinois
University of Miami
University of Oregon
University of Texas
University of Virginia
VCU Brandcenter

APPLICATION CHECKLIST

1. Application form
2. Personal statement sharing why you should be granted the scholarship (limited to one page)
3. Letter of recommendation from a faculty member
4. 10-15 creative samples (recommended less than 7 MB)

INSTRUCTIONS FOR SUBMISSION

- Email your completed application packet to hlscholarship@jwt.com.
- Please attach completed application form and all other required documents to your submission email.
- Ensure that all required creative samples are accessible via a link (Google Drive, Dropbox, portfolio website, etc.). Please include this link in your submission email.
- Include your name and school in the subject line of your submission email.

DEADLINE

All applications must be submitted by Wednesday, April 15, 2015, to: hlscholarship@jwt.com.



Full Name: _____ , _____
Last Name First Name Middle Initial

Current Mailing Address:

Address Line 1

Address Line 2 (if needed)

City State/Province/Territory Zip or Postal Code

Country

Home Phone: + _____ - _____ - _____
Country Code Area Code Number

Work/Mobile Phone: + _____ - _____ - _____
Country Code Area Code Number

Email: _____

Current School: _____

Concentration/Major:

Art Direction Copywriting Other (Please specify.) _____

Current GPA: _____

Expected Date of Graduation: _____

Please list any grants, scholarships, or additional aid you are receiving:

How did you hear about the Helen Lansdowne Resor Scholarship?

School Contact Friend or Alumni Internet (social media, scholarship website, etc.)
 Professional Publication _____ Other (please specify) _____

All applications must be submitted by Wednesday, April 15, 2015, to: hlscholarship@jwt.com.

PERSONAL STATEMENT

In 500 words or less, please tell us why you should be awarded the Helen Lansdowne Resor Scholarship.

The personal statement may be included as part of your submission email, but should also be attached as a Word or PDF document in your application packet.

CREATIVE SAMPLES

Please provide 10-15 creative samples.

All samples must be accessible through your digital storage or personal portfolio site via a link included in your submission email. Examples include Hightail, Google Drive, Dropbox, etc.

LINK TO CREATIVE SAMPLES (URL): _____

ACKNOWLEDGMENT & AFFIRMATION

Scholarships will be awarded in June 2015. Please be aware that recipients must maintain satisfactory academic and creative progress as determined by the school.

I, _____, understand that I am applying to the Helen Lansdowne Resor Scholarship Program and affirm my wish to be considered. This application, including the essay, is my own work. I affirm that the information contained herein is true and accurate to the best of my knowledge.

Signature

Date

FAQ - HELEN LANSDOWNE RESOR SCHOLARSHIP

Q: How can I apply for the Helen Lansdowne Resor Scholarship Program?

A: If you meet the eligibility requirements, we encourage you to apply by submitting your application form, personal statement, letter of recommendation and creative samples to hlscholarship@jwt.com by the listed deadline, April 15, 2015.

To be considered for the Helen Lansdowne Resor Scholarship, students must meet the following criteria:

- Female
- Set to graduate within 18 months
- Registered as a student at one of the eligible undergraduate and/or portfolio schools (listed below)
- Show creative talent and promise
- Maintain satisfactory academic and creative progress as determined by one's school. If the student leaves the school by transferring* or not completing the program, the scholarship will be removed. (*NOTE: If the recipient transfers to another approved school, the scholarship will most likely transfer with the student.)

Q: How should I submit my creative samples?

A: You must submit your 10-15 creative samples via a link (to Google Drive, Dropbox, your portfolio website, etc.) Please provide this link in your submission email and application form.

Q: Can I send a physical copy of my portfolio in the mail?

A: No. Please send all application materials digitally in your submission email.

Q: Does 10-15 samples mean 10-15 campaigns or pages? Can I submit more than 15?

A: A campaign is considered a creative sample.

The maximum is 15 creative samples. If you have more than 15 samples, please choose your best work. Keep in mind that it may be more advantageous to submit a few high-quality samples than to submit more subpar samples.

Q: Do you only accept advertising samples?

A: We recommend you submit advertising samples. However, we will also consider any high-quality branding, package design or general graphic design work you have done.

Q: How should professors/employers provide their recommendations/transcripts?

A: We allow students to submit recommendations along with their work, with the knowledge that we may contact their professors/employers for verification.

Q: What is the purpose of the Personal Statement?

A: Use the Personal Statement as an opportunity to tell us about yourself. Advocate for yourself, your background, passions, and why you are the best candidate for this inspired scholarship program. Tell us about how you embody JWT's pioneering spirit and Helen's passion for advocating for creativity and female leadership in the industry and beyond.

FAQ (CONT.) - HELEN LANSDOWNE RESOR SCHOLARSHIP

Q: What if I am a student from another school not on the list?

A: At this time, we can only accept applications from the following schools:

CANADA

Concordia University
McGill University
OCAD University (formerly Ontario College of Art and Design)
Queen's University
University of British Columbia
University of Toronto
Western University

CHINA

Communication University of China
Guangzhou Academy of Fine Arts
Shanghai Normal University
Xiamen University

INDIA

National Institute of Design
Sophia College of Women

JAPAN

Musashino Art University
Tama Art University
Tokyo Geijutsu Daigaku (Tokyo University of the Arts)

MIDDLE EAST

American University of Beirut
American University in Dubai
American University in Sharjah
Ecole Supérieure Des Sciences et Technologies du Design
German University in Cairo
Princess Nora Bint Abdulrahman University

SOUTH AFRICA

University of Cape Town
University of Johannesburg
University of Pretoria

UNITED STATES

Art Center College of Design
Carnegie Mellon University
Creative Circus
Fashion Institute of Technology
Howard University
Miami Ad School
Minneapolis College of Art and Design
Parsons The New School for Design
Portfolio Center
Pratt Institute
Rhode Island School of Design
Savannah College of Art and Design
University of Illinois
University of Miami
University of Oregon
University of Texas
University of Virginia
VCU Brandcenter

Do you have a question not answered on this website? Please contact hlrscholarship@jwt.com.