



The Bill Bernbach Diversity Scholarship Program | 2017

The Bill Bernbach Diversity Scholarship Program established by DDB Worldwide has recognized excellence in creative disciplines SINCE 1998. In 2016, three multi-cultural students with outstanding creative talent received a \$5,000 scholarship. This year, we are in search for the next cohort of Bernbach Scholars to add to our list of seventy Bernbach alum.

Established in 2007, ADCOLOR© honors professionals of color, diversity champions and companies who work to further inclusion efforts within advertising, marketing, media and public relations. Scholarship recipients will be given the opportunity to network with industry professionals during a weekend dedicated to celebrating and championing diversity within their chosen disciplines.

The Bill Bernbach Diversity Scholarship program is funded by DDB Worldwide Communications Group Inc, its employees, its holding company Omnicom, and outside donors. It is administered by the 4A's Foundation, Inc., a charitable institution founded and operated in collaboration with the American Association of Advertising Agencies.

Eligibility

To be eligible for The Bill Bernbach Diversity Scholarship Program, you must be:

1. African-American, American Indian/Alaska Native*, Asian-American**, Native Hawaiian or other Pacific***, or Hispanic
2. Within 18 months of graduation
3. A citizen, national or legal permanent resident of the United States as of the date the application is submitted
4. A full-time student from a preferred advertising-portfolio school****:

Art Center College of Design
Miami Ad School
VCU Brandcenter
San Diego Portfolio Studio
School of Visual Arts

The Creative Circus
University of Texas at Austin
Savannah College of Art and Design
City College of New York
Fashion Institute of Technology

5. A candidate for an undergraduate degree in Advertising, Design or a related field who is able to provide a creative portfolio for review as an Art Director, Copywriter or Designer
6. A creative talent with exceptional promise
7. An applicant from a school other than those listed above who demonstrates the aforementioned criteria

* American Indian/Alaska Natives will be asked to provide proof of tribal enrollment or certificate of descent from a state or federally recognized tribe if selected as a scholarship candidate.

** Asian-Americans include persons having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent.

*** Native Hawaiian or other Pacific includes persons having in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands. Citizens of the Republic of the Marshall Islands, Federated States of Micronesia, and the Republic of Palau are eligible.

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The Bill Bernbach Diversity Scholarship Submission

Please submit your application including links to all required materials listed below in Parts 1 and 2, via **EMAIL ONLY**, by Friday, June 2, 2017 to: **BBSCHOLARSHIP@DDB.COM**

If you have any questions or concerns please contact us at this email address.

Required Documents | PART 1

Please collect the following documents into one PDF. Include the PDF in your submission email as a file share link (Dropbox, Google Drive, etc.) or as an attachment (file size 10MB or less).

1. Completed Application (See pages 3 and 4)
2. Required Essay (Limited to 1 page)
- In 500 words or less, express why should you be awarded the Bill Bernbach Diversity Scholarship
3. Current Résumé (Limited to 1 page)
4. A Letter of Recommendation (From a faculty member)
5. Reference from a Previous Employer (If applicable)
6. Most Recent Transcript

Required Creative Samples | PART 2

You may submit a Total of 10 Creative Samples of your original work with these options:

- A link to view your 10 pieces of work via a dedicated landing page on your portfolio website
- A link to download your 10 pieces of work (PDF, JPEG, TIFF, etc.), as one compressed .ZIP file.
- Videos can only be included in your 10 pieces of work as links to a video player platform such as: YouTube, Vimeo, etc.

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Application

Previous Education

Undergraduate School _____

Concentration / Major _____

Degree Granted _____

Additional Information

Ethnic Background

- Asian-American Black / African-American
 Native American / Alaskan Native Native Hawaiian or Other Pacific
 Hispanic / Latino

Gender:

- Female Male

Are you a citizen, national or legal permanent resident of the United States?

- Yes No

How did you hear about the Bill Bernbach Diversity Scholarship?

- School Content Marketing Materials
 Friend / Past Alumni Internet (FB, Scholarship site, etc.)
 Professional Publication _____
 Other (Please specify) _____

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Acknowledgement & Affirmation

Scholarships will be awarded in July of 2017. 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 Bill Bernbach Diversity Scholarship Program and affirm my wish to be considered. Permission is hereby given to officials of my institution to release transcripts of my academic record and other requested information for consideration in the Bill Bernbach Diversity Scholarship Program. This application, including the essay, is my own work or formally cited from other sources. I affirm that the information contained herein is true and accurate to the best of my knowledge and belief.

Signature _____ Date _____