



# The Bill Bernbach Diversity Scholarship Program | 2018

*application for undergrad and portfolio school students*

Bill Bernbach ignited advertising's *creative revolution* in the 1960's and redefined the industry by building a unique shop based on the power of creativity and humanity. Bill and his fellow revolutionaries, recognized that in order to succeed, a true creative environment made up of the most talented men and women from different backgrounds, cultures and ethnicities must exist.

In 1998, DDB Worldwide honored its founder and the company's values with the establishment of The Bill Bernbach Diversity Scholarship Program. To date, DDB has awarded 76 scholarships to multicultural students for creative excellence in the disciplines of art direction and copywriting.

This year, in our search for the next cohort of Bernbach Scholars we are extending the program for the first time to eligible high school students to apply prior to their enrollment in college. Awards are as follows:

## **Undergrad and Portfolio School Students:**

Two \$5,000 scholarships and a summer 2019 internship with a DDB Worldwide agency in the U.S.

## **High School Students:**

Two \$2,500 scholarships and a summer 2019 internship with a DDB Worldwide agency in the U.S.

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 for Undergrad and Portfolio School Students**

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

1. African-American/Black, American Indian/Alaska Native\*, Asian-American\*\*, Native Hawaiian or other Pacific Islander\*\*\*, or Hispanic
2. A sophomore or junior in an undergraduate institution, or a first-year student enrolled in a portfolio school
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 U.S. college or university, advertising-portfolio school, historically black college or university
5. A candidate for an undergraduate degree in advertising or a related field, who is able to provide a creative portfolio for review in art direction or copywriting

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

\*\* Asian-Americans includes persons having origins in the Far East, Southeast Asia, or the Indian subcontinent.

\*\*\* Native Hawaiians or other Pacific Islanders includes persons having origins in 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 Wednesday, June 27, 2018 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 one page)
  - In 500 words or less, express why should you be awarded the Bill Bernbach Diversity Scholarship
3. Current Résumé (limited to one page)
4. Most Recent Transcript

**Award recipients are required to submit the items below. Scholarships are contingent upon successful submission of these items.**

1. A Letter of Recommendation (from a faculty member)
2. Reference from a Previous Employer (if applicable)

## 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 creative samples via a dedicated landing page on your portfolio website
- A link to download your 10 creative samples (PDF, JPEG, TIFF, etc.), as one compressed .ZIP file

**Videos can only be included in your 10 creative samples 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                       African-American/Black  
 Native American/Alaskan Native     Native Hawaiian or Other Pacific Islander  
 Hispanic/Latino

Gender:

- Female                                       Male

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

- Yes     No



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## **Acknowledgement and Affirmation**

Scholarships will be awarded in the fall of 2018. 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 records 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 \_\_\_\_\_