

COPY WRITING

When checking your application, we are looking for your creative potential. To have a reference point, we're asking you to bring in creative samples and to work on some briefs. Select any two of the exercises below, please—let's go:

A. CREATIVE SAMPLES

We want to know who you are as a creative person. Please share five of the favorite things you have created. You can include: advertising, scripts, poems, raps, paintings, comedy routines, sculptures, cards, games, videos, websites, short stories, comic strips... you get the idea!

B. BRAND BUILDING

Choose either assignment.

- Imagine an app for reuniting owners with their missing pets. Name the app. Tell how it works and write the copy for the home page. Your idea should fit on one page.
- For an existing household commodity product, like laundry detergent or dish soap, concept a campaign directed towards men. Come up with three ideas. Provide the headline, copy and a rough sketch of each ad on a separate sheet of paper. You may use any appropriate media.

C. STORYTELLING

These days perhaps storytelling is the most important writing skill to have. Choose either assignment.

- Write a story about your grandparents. Remember the story doesn't have to be true. Stories almost never are, otherwise, they would just be facts. (500 words maximum)
- Select one of the images below. Tell what happened before or after the photograph was taken. Avoid the expected. (250—300 words)

