

## ACCOUNT PLANNING

When checking your application, we are looking for your creative potential. To have a reference point, we're asking you to work on the tasks below. Let's go, have fun:

### A. WHO IS THE CUSTOMER?

Choose one of the following two brands: Uber or Rosetta Stone. Describe the target market of this brand by creating a persona of their typical customer. What is his/her name? How old are they? What do they do for a living? How do they spend their free time? How, when, why do they use this brand's product? What do they think of the brand? (500 word maximum)

### B. YOUR SUPERHERO SELF

Make up a story about yourself as an unconventional superhero. What is your superhero name? What are your powers? How do you use them? (250 word maximum)

### C. IN A WORD

Invent a word that could be adopted to change people's attitude about a particular issue. Share your word and explain its meaning. (100 words maximum)

Example: Manscaping—the removal or trimming of hair on a man's body for cosmetic effect.

### D. PLAYING FAVORITES

What is your favorite piece of advertising and why? (250 words maximum)

### E. ADVERTISING EVOLUTION

How have you seen advertising evolve since you were a kid? (250 words maximum)

### F. DATA INTERPRETATION

Planners often have to examine and interpret data. Look at the chart below. What are three things you can infer from this data? (250 words maximum)

