

# AAF Akron/Geometry Global Scholarship Application

Scholarships are available to junior and senior students at Northeast Ohio colleges and universities studying communications, marketing, advertising, graphic design, digital media, public relations, journalism and more.



# Apply today for your chance to be awarded \$1,000!

Completed applications are due by 1/19/2018 at 5 p.m.

Recipient will be announced at AAF-Akron's 2018 American Awards Ceremony on 2/23/2017.



Geometry Global is the world's largest and most international brand activation and shopper marketing agency. We help brands thrive in an Omni Channel world by shaping and changing people's behavior at Pivotal Moments along the Purchase Decision Journey. With teams in 56 markets, Geometry Global has expertise in physical retail, eCommerce, experiential, branding & design and consultancy. Geometry Global is a WPP

company. (NASDAQ: WPPGY). [www.geometry.com](http://www.geometry.com).

Geometry Global continues to support students at all levels, as they are the future of the advertising industry. As we look to be at the forefront of creativity and strategy, it is only through the development and support of the next generation that we can truly be the best that we can for our clients and for the industry.

## AWARD CRITERIA

- Applicants must meet all of the following criteria and submission requirements for eligibility: Be pursuing a bachelor's degree in a communications-related field, including advertising, marketing, graphic design, digital media, web design, photography, interactive marketing, copywriting, public relations, media planning, journalism, etc.
- Be enrolled in your junior or senior year, graduating between 2018 and 2019.
- Carry a full course load (minimum 12 credits) and hold a current minimum GPA of 3.0 or higher.
- Attend a Northeast Ohio college or university

## DIRECTIONS

1. Complete the award application form.
2. Submit a 500-word essay (more details below).
3. Submit one letter of recommendation (from internship supervisor, former employers, academic instructor or advisor, etc.).
4. Submit résumé listing any relevant internships, extracurricular activities, courses, etc.
5. Submit Unofficial Transcript

## ESSAY QUESTIONS

Submit a 500-word essay on ONE of the following topics:

1. Describe what sets you apart from other students. Explain why you feel you should be awarded this scholarship.
2. What qualities do you think are essential to be a successful professional in your field? Discuss at least three, and explain how you are honing these skills.
3. The way we communicate has changed considerably throughout the past several years. How does that apply to communications, marketing, advertising or any related field as an industry?

## AWARD

- \$1,000 Scholarship Presented at AAF-Akron's 2018 American Awards Ceremony on 2.23.18
- 1-Year student membership with AAF-Akron

# Scholarship Application

FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_

YEAR IN SCHOOL: \_\_\_\_\_ GPA: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

## PROGRAM OF STUDY:

- MARKETING
- COMMUNICATIONS
- ADVERTISING
- PUBLIC RELATIONS
- DIGITAL MEDIA
- GRAPHIC DESIGN
- JOURNALISM
- OTHER \_\_\_\_\_

## ACADEMIC ADVISOR:

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

When submitting, make sure to include your:

- Completed Application
- Unofficial Transcript
- Essay
- Letter of Recommendation
- Résumé

**Submit via email to:** [scholarship@aafakron.com](mailto:scholarship@aafakron.com)

**Questions:** [scholarship@aafakron.com](mailto:scholarship@aafakron.com)