



Helen Lansdowne  
Resor Scholarship

2015 APPLICATION

# THE HELEN LANSDOWNE RESOR SCHOLARSHIP

SPONSORED BY J. WALTER THOMPSON  
IN PARTNERSHIP WITH THE 4A'S FOUNDATION, INC.



The \$250,000 international Helen Lansdowne Resor (HLR) Scholarship will assist and promote talented female creative advertising students from around the world in honor of J. Walter Thompson's and the industry's first female copywriter, Helen Lansdowne Resor. The program will initially run through 2020.

The advancement of women in the industry remains a major cultural challenge. J. Walter Thompson, as the world's longest-standing global agency (and one of the largest), has the ability to move the needle and change the paradigm going forward.

Helen was a brilliant creative whose capacity to think, create and innovate helped her push the barriers of advertising. She is an industry pioneer, credited with sparking the celebrity testimonial industry with her use of endorsements from socialites, European royalty, and other well-known women in her work for Pond's Cold Cream.

She was a working mother and ardent feminist who championed the advancement of women's rights both inside and outside of the agency. During her tenure, J. Walter Thompson was known as the "Women's Agency," where bright young female talents had a chance to succeed.

She was a true pioneer who helped J. Walter Thompson push boundaries then — and now, with the creation of the scholarship in her memory.

Each year, the HLR Scholarship will award five individual \$10,000 scholarships. Additionally, each HLR Scholarship recipient will receive a paid summer internship with a J. Walter Thompson office in her respective region, a J. Walter Thompson mentor and a "first look" placement consideration upon graduation.

## **J. WALTER THOMPSON'S 150<sup>TH</sup> ANNIVERSARY**

In 2014, J. Walter Thompson marked its historic 150th anniversary — a year where we celebrated the spirit of innovation, bravery and ambition that has been in our DNA since our founding in 1864. This pioneering spirit is what has led us to past successes, and inspires us to continually reinvent and renew ourselves.

## **ABOUT J. WALTER THOMPSON WORLDWIDE**

J. Walter Thompson Worldwide, the world's best-known marketing communications brand, has been creating pioneering solutions that build enduring brands and business for more than 150 years. Headquartered in New York, J. Walter Thompson is a true global network with more than 200 offices in over 90 countries, employing nearly 10,000 marketing professionals. The agency consistently ranks among the top networks in the world and continues a dominant presence in the industry by staying on the leading edge—from hiring the industry's first female copywriter, to developing award-winning branded content today. For more information, please visit [www.jwt.com](http://www.jwt.com) and follow us @JWT\_Worldwide.

## **ABOUT THE 4A'S**

Founded in 1917, the 4A's is the national trade association representing the advertising agency business in the United States.

It is a management-oriented association that offers its members the broadest possible services, expertise and information regarding the advertising agency business. Its membership produces approximately 80 percent of the total advertising volume placed by agencies nationwide. Although virtually all of the large, multinational agencies are members of the 4A's, more than 60 percent of our membership bills less than \$10 million per year.

The average 4A's agency has been a member for more than 20 years, and a dozen agencies can trace their memberships back to the group of 111 agencies that founded the 4A's in 1917. As a national trade association, the 4A's is bound and strengthened by its own constitution and set of bylaws, mission statement and standards of practice. These rules have been formally reviewed and approved by the 4A's Board of Directors and membership as a whole.

## TO BE ELIGIBLE, AN APPLICANT MUST:

- Be female
- Be registered as a student at one of the designated HLR participating undergraduate and/or portfolio schools
- Show creative talent and promise
- Maintain satisfactory academic and creative progress as determined by one's school. If the scholarship recipient leaves the school by transferring\* or not completing the program, the scholarship will be revoked.  
(\*NOTE: If the recipient transfers to another approved school, the committee will retain the option to review; however, in these transfer cases the scholarship will most likely transfer with the student.)

## APPLICATION CHECKLIST

1. Application form
2. Personal statement sharing why you should be granted the scholarship (limited to one page)
3. Letter of recommendation from a faculty member
4. 10-15 creative samples (recommended, less than 7 MB)

## INSTRUCTIONS FOR SUBMISSION

- Email your completed application packet to [hlscholarship@jwt.com](mailto:hlscholarship@jwt.com).
- Please attach completed application form and all other required documents to your submission email.
- Ensure that all required creative samples are accessible via a link (Google Drive, Dropbox, portfolio website, etc.). Please include this link in your submission email.
- Include your name and school in the subject line of your submission email.

## DEADLINE

All applications must be submitted by Sunday, May 31, 2015, to: [hlscholarship@jwt.com](mailto:hlscholarship@jwt.com).

**Full Name:** \_\_\_\_\_ , \_\_\_\_\_  
Last Name First Name Middle Initial

**Current Mailing Address:**

\_\_\_\_\_  
Address Line 1

\_\_\_\_\_  
Address Line 2 (if needed)

\_\_\_\_\_  
City State/Province/Territory Zip or Postal Code

\_\_\_\_\_  
Country

**Home Phone:** + \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
Country Code Area Code Number

**Work/Mobile Phone:** + \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
Country Code Area Code Number

**Email:** \_\_\_\_\_

**Current School:** \_\_\_\_\_

**Concentration/Major:**

Art Direction  Copywriting  Other (Please specify.) \_\_\_\_\_

**Current GPA:** \_\_\_\_\_

**Expected Date of Graduation:** \_\_\_\_\_

**Please list any grants, scholarships, or additional aid you are receiving:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**How did you hear about the Helen Lansdowne Resor Scholarship?**

School Contact  Friend or Alumni  Internet (social media, scholarship website, etc.)  
 Professional Publication \_\_\_\_\_  Other (please specify) \_\_\_\_\_

## PERSONAL STATEMENT

**In 500 words or less, please tell us why you should be awarded the Helen Lansdowne Resor Scholarship.**

The personal statement may be included as part of your submission email, but should also be attached as a Word or PDF document in your application packet.

## CREATIVE SAMPLES

**Please provide 10-15 creative samples.**

All samples must be accessible through your digital storage or personal portfolio site via a link included in your submission email. Examples include Hightail, Google Drive, Dropbox, etc.

**LINK TO CREATIVE SAMPLES (URL):** \_\_\_\_\_

## ACKNOWLEDGMENT & AFFIRMATION

Scholarships will be awarded in June 2015. 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 Helen Lansdowne Resor Scholarship Program and affirm my wish to be considered. This application, including the essay, is my own work. I affirm that the information contained herein is true and accurate to the best of my knowledge.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## FAQ - HELEN LANSDOWNE RESOR SCHOLARSHIP

### **Q: How can I apply for the Helen Lansdowne Resor Scholarship Program?**

A: If you meet the eligibility requirements, we encourage you to apply by submitting your application form, personal statement, letter of recommendation and creative samples to [hlscholarship@jwt.com](mailto:hlscholarship@jwt.com) by the listed deadline, May 31, 2015.

To be considered for the Helen Lansdowne Resor Scholarship, students must meet the following criteria:

- Female
- Registered as a student at one of the eligible undergraduate and/or portfolio schools (listed below)
- Show creative talent and promise
- Maintain satisfactory academic and creative progress as determined by one's school. If the student leaves the school by transferring\* or not completing the program, the scholarship will be removed. (\*NOTE: If the recipient transfers to another approved school, the scholarship will most likely transfer with the student.)

### **Q: How should I submit my creative samples?**

A: You must submit your 10-15 creative samples via a link (to Google Drive, Dropbox, your portfolio website, etc.) Please provide this link in your submission email and application form.

### **Q: Can I send a physical copy of my portfolio in the mail?**

A: No. Please send all application materials digitally in your submission email.

### **Q: Does 10-15 samples mean 10-15 campaigns or pages? Can I submit more than 15?**

A: A campaign is considered a creative sample.

The maximum is 15 creative samples. If you have more than 15 samples, please choose your best work. Keep in mind that it may be more advantageous to submit a few high-quality samples than to submit more subpar samples.

### **Q: Do you only accept advertising samples?**

A: We recommend you submit advertising samples. However, we will also consider any high-quality branding, package design or general graphic design work you have done.

### **Q: How should professors/employers provide their recommendations/transcripts?**

A: We allow students to submit recommendations along with their work, with the knowledge that we may contact their professors/employers for verification.

### **Q: What is the purpose of the Personal Statement?**

A: Use the Personal Statement as an opportunity to tell us about yourself. Advocate for yourself, your background, passions, and why you are the best candidate for this scholarship program. Tell us about how you embody J. Walter Thompson's pioneering spirit and Helen's passion for advocating for creativity and female leadership in the industry and beyond.

## FAQ (CONT.) - HELEN LANSDOWNE RESOR SCHOLARSHIP

### Q: What if I am a student from another school not on the list?

A: Eligible schools include but **are not limited to** the following:

(Please contact [hlscholarship@jwt.com](mailto:hlscholarship@jwt.com) with all qualification queries.)

#### AUSTRALIA

Australian Film, Television and Radio School  
Billy Blue College of Design  
Bond University  
Charles Sturt University - TAFE  
Flinders University  
National Institute of Dramatic Art  
Raffles College of Design and Commerce  
Royal Melbourne Institute of Technology  
Swinburne University of Technology  
TAFE NSW  
Tractor Design School  
University of Melbourne  
University of New South Wales  
University of South Australia  
University of Sydney  
University of Technology, Sydney

#### BRAZIL

Faculdade Cásper Líbero  
Fundação Armando Álvares Penteado

#### BELGIUM

Institut Saint-Luc

#### CANADA

Concordia University  
McGill University  
OCAD University (formerly Ontario College of Art and Design)  
Queen's University  
University of British Columbia  
University of Toronto  
Western University

#### CHINA

Communication University of China  
Guangzhou Academy of Fine Arts  
Shanghai Normal University  
Xiamen University

#### FRANCE

Estienne  
Gobelins L'École de L'Image  
ESAG Penninghen  
Sup De Création Roubaix

#### GERMANY

Bauhaus-Universität Uni Weimar  
FH Aachen  
Kreativ Kader  
Miami Ad School Europe

#### INDIA

National Institute of Design  
Sophia College for Women

#### ITALY

Fondazione Accademia di Comunicazione  
Istituto Europeo di Design  
Nuova Accademia di Belle Arti

#### JAPAN

Musashino Art University  
Tama Art University  
Tokyo Geijutsu Daigaku (Tokyo University of the Arts)

#### LATIN AMERICA

Asociación Argentina de Publicidad (AAP)  
Escuela Superior de Creativos Publicitarios (La Escuela)  
Instituto Tecnológico de Monterrey  
Miami Ad School - Mexico City  
Underground  
Universidad Anahuac  
Universidad de Palermo  
Universidad del Salvador  
Universidad Sergio Arboleda

#### MIDDLE EAST

American University of Beirut  
American University in Dubai  
American University of Sharjah  
Ecole Supérieure Des Sciences et Technologies du Design

#### SOUTH AFRICA

University of Cape Town  
University of Johannesburg  
University of Pretoria

#### UNITED KINGDOM

Bournemouth University  
Bucks New University  
Falmouth University  
Ravensbourne  
School of Communication Arts  
University of the Arts London: Central St. Martins  
University of the Arts London: London College of Communication  
University of Lincoln  
University of Southampton  
West Herts College

#### UNITED STATES

Art Center College of Design  
Carnegie Mellon University  
Chicago Portfolio School  
Creative Circus  
Fashion Institute of Technology  
Howard University  
Miami Ad School  
Minneapolis College of Art and Design  
Parsons The New School for Design  
Portfolio Center  
Pratt Institute  
Rhode Island School of Design  
Savannah College of Art and Design  
University of Colorado - Boulder  
University of Illinois  
University of Miami  
University of Oregon  
University of Texas  
University of Virginia  
VCU Brandcenter

Do you have a question not answered here? Please contact [hlscholarship@jwt.com](mailto:hlscholarship@jwt.com).