

# LUCKY 13

## COVER SHEET

PLEASE PRINT CLEARLY

AND INCLUDE WITH YOUR APPLICATION

SEND APPLICATIONS TO:

CAMPBELL MITHUN  
ATTN: KEEPERS OF THE 13  
222 S. 9TH ST.  
MINNEAPOLIS, MN 55402

*Name:* \_\_\_\_\_

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

*Projected Graduation Date :* \_\_\_\_\_

*Contact Information:*

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

*Phone:* \_\_\_\_\_

*Address:* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**I AM APPLYING FOR THE FOLLOWING:**

**\*PLEASE NOTE: YOU MAY ONLY APPLY FOR ONE DISCIPLINE. IF YOU APPLY FOR MORE THAN ONE, YOU WILL BE DISQUALIFIED.**

- ACCOUNT MANAGEMENT
- MEDIA
- CREATIVE
- USER EXPERIENCE DESIGN



# APPLICATION

## Account Management

**THIS IS YOUR CHANCE TO ILLUSTRATE WHO YOU ARE, WHAT YOU'VE DONE, HOW YOU THINK, AND WHY YOU SHOULD BE CONSIDERED FOR THE INTERNSHIP. THERE ARE TWO SECTIONS.**

### SECTION ONE: PERSONAL PROFILE

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1. WHY DO YOU WANT TO WORK AT AN AD AGENCY?
2. POP CULTURE INFLUENCES BRAND COMMUNICATION AND VICE VERSA. GIVE TWO EXAMPLES WHERE ONE HAS INFLUENCED THE OTHER.
3. PICK AN AD THAT CONNECTS POWERFULLY WITH YOU, AN AD THAT YOU HATE AND AN AD TO WHICH YOU ARE INDIFFERENT. INCLUDE THE ADS OR A DETAILED DESCRIPTION OF THEM IN THE APPLICATION.
  - FOR THE AD THAT CONNECTS WITH YOU, PLEASE DISCUSS TO WHOM YOU THINK IT IS TARGETED, THE REASONS WHY IT CONNECTS WITH YOU, AND THE WAYS YOU THINK IT COULD BE STRONGER.
  - FOR THE AD THAT YOU HATE, DISCUSS THE ELEMENTS OF IT THAT DON'T APPEAL TO YOU AND DESCRIBE IN DETAIL A PERSON YOU KNOW TO WHOM IT WOULD APPEAL.
  - FOR THE AD TO WHICH YOU ARE INDIFFERENT, PLEASE DESCRIBE THE ELEMENTS THAT WEAKENED IT AND THEN REWORK THE AD TO MAKE IT CONNECT WITH YOU.
4. YOU HAVE BEEN PUT IN CHARGE OF YOUR AGENCY'S NEW BUSINESS. NAME THREE BRANDS YOU WOULD LIKE TO REPRESENT, AND TELL WHY. FOR EACH BRAND, DESCRIBE WHAT YOUR AGENCY WOULD DO DIFFERENTLY THAT WOULD CAUSE THE CLIENT TO HIRE YOU.
5. HOW DID YOU HEAR ABOUT THE LUCKY 13 INTERNSHIP?



## SECTION 2:

### ACCOUNT MANAGEMENT

1. THERE IS A NEW CAR ON THE MARKET, SPECIFICALLY DESIGNED FOR 16-24 YEAR OLD WOMEN. IDENTIFY 3-5 WAYS THE MANAGER COULD PROMOTE THE CAR. THINK OF MEDIA, MESSAGING, AND NON-ADVERTISING IDEAS THAT COULD REACH THIS TARGET.
2. FIND A BRAND THAT HAS FALLEN INTO OBSCURITY BUT THAT YOU THINK HAS POTENTIAL. IN A SINGLE PAGE, DESCRIBE THREE INITIATIVES YOU WOULD IMPLEMENT TO REVITALIZE IT.

