



SWANSON • RUSSELL

# The 2010 Gus Swanson Memorial Communications Scholarship Program

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## for College Students

### APPLICATION AND INFORMATION

# essay marketing strategy

Applicants must give their considered, informed assessment of either a single advertisement or an integrated advertising campaign (a series of advertisements that spans more than one medium – e.g. print, digital and television). This assessment may take the form of a 3-7 page written essay, a short video, a PowerPoint presentation, or any other format, so long as it includes your analysis of the following, but is not limited to:

- What the product is
- The key fact being communicated by the advertising
- The product's competitive benefit
- Who the target market is
- Who the competition is
- How the product is distributed
- Any geographical or seasonal emphasis
- What the target audience is supposed to think or feel because of the advertisement
- Field-of-study analysis – relating your analysis to your current or future field of study (e.g. graphic design, copywriting, account service, media, etc.)

Regardless of the format you choose, please do not simply answer the bullet points above as if you were taking a test. We are much more interested in your thoughts and insights on the campaign than the campaign itself.

All entries, regardless of format, must be mailed, along with this completed application to the address listed below. Digital entries may be submitted in the form of a CD or DVD disc, memory card or portable hard drive. Be aware that submissions will not be returned and will remain the property of Swanson Russell.

Enclosed is a sample of a Creative Brief that is used in the agency to help answer the questions above. **Do not fill out the form.** You may, however, refer to it and use it as a guideline for your essay. The advertisement or advertising campaign can come from print, television and/or radio media. If possible, samples of the advertisements discussed in the essay should be included with the completed application.

**\*This standard application form must be turned in with the marketing strategy essay.**

advertising / public relations / communications

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Founded in 1962 and with offices in Lincoln and Omaha, Neb., Swanson Russell is a full-service agency offering advertising, public relations, media, database and interactive marketing communications services. The agency is a recognized national leader in the green and outdoor recreation industries, while also offering specialized expertise in agribusiness and healthcare. For additional information and to learn more about Swanson Russell's "real connection" approach to communications, visit [www.swansonrussell.com](http://www.swansonrussell.com).

### ELIGIBILITY

To be eligible for the Gus Swanson Memorial Communications Scholarship a college student must meet the following criteria:

- be enrolled at least part-time in a Nebraska college or university
- have a 3.00 cumulative GPA or higher
- be at least a sophomore in standing and accepted to one of the following majors programs:
  - a) Advertising
  - b) Marketing
  - c) Communication Studies
  - d) Mass Communications (print or broadcast)
  - e) Public Relations
  - f) Journalism
  - g) Graphic Design/Desktop Publishing
  - h) Other, as determined appropriate by scholarship committee

Selection of scholarship winners and administration of the program will be handled by Swanson Russell. The winner will be notified by **May 3**, but monies will not be awarded until **August 26**. If, on August 27, the winner has left college, transferred to an out-of-state college or university, or has changed to a non-qualifying major, the runner-up will receive the award.

### APPLICATION

This application must be completed and submitted by **April 15**, to:

**Gus Swanson Memorial Communications Scholarship**  
**Swanson Russell**  
**1222 P Street**  
**Lincoln, Nebraska 68508-1463**

A transcript and/or letter from your advisor or program director verifying you meet eligibility requirements listed above.