



Brief set by
Story UK and DMA Scotland

Create a self-promotional piece to sell yourself to advertising agencies.

Prizes

- A 2 week paid internship at Story
 - IDM Award marketing qualification worth £2,000
 - £500 cash prize
 - A dedicated industry mentor
 - Free access to DMA events 2020/21
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Deadline

1st May 2020, 5pm GMT

What's the back story?

Breaking into the advertising industry has never been easy, but it feels like it's harder than ever. Thousands of students graduate from creative advertising courses across the country every year and there don't seem to be enough jobs to go round. So – it's vital for students to stand out from the crowd.

What is our client trying to achieve?

YOU are the client. Your objective is to find a job in the advertising industry. To help you get there, we're challenging you to create a piece of self-promotional advertising to sell yourself to advertising agencies.

Who is the project aimed at?

Creative directors and decision makers in creative departments.

What do your audience think now?

I get hundreds of emails from students. I really want some new talent in my agency, but I'm busy – I don't have time to trawl through every student website.

What is the one thing you are saying?

I am the junior creative you've been looking for in your agency.

Why can you say this?

Saying you're creative isn't enough. Showing you're creative is the way to get the attention of a Creative director. Demonstrate that you can sell yourself in a creative way and a CD will know you can sell for clients.

What do you want them to THINK?

Ha! This is clever/different/unusual/funny/neat/creative/interesting/unexpected etc. This student stands out. Let's get them in for a chat.

What do you want them to FEEL?

Excited! No matter how long you've been in the industry, good ideas make a creative excited.

What do you want them to DO?

Meet you for a chat and go through your work. If you're lucky, they might offer you a placement or job. But even if there isn't an opportunity at that time, if you stand out, a creative director will remember you. When a job does come up, the CD will say "who was that junior who sent us the <blank>?"

Is there anything you must include?

Your contact details so a creative director can get in touch with you if they like your self-promotional piece.

What is the medium?

It's up to you. It can be anything – a physical direct mail piece, a film, a billboard, a banner, a website – whatever you think sells you best.

To note

As the prize is for one creative, please work individually.

It's also good to remember, even if you don't win, you'll still have a piece of self-promotional advertising to send to creative directors to get their attention.

HOW TO SUBMIT

There are a few ways to enter.

You can send your work to:

Sell Yourself
Story UK
1-4 Atholl Crescent
Edinburgh
EH3 8HA

Email:
sellyourself@storyuk.com

Or you can submit your work at:
storyuk.com