



2019 Application Questions

The 2019 Jump Start Application requires you to answer the following five questions:

Q1. Pick an ad – but not just any ad.

Tell us about an interesting advertising campaign currently in market. Give reasons for why you think it's good or bad. (Max 250 words)

→ Tip: We are asking you to critique an ad. We suggest before you start, check which agency made the ad. See if the ad has won any awards.

Q2. Your Personal Brand.

If you were a brand, what brand would you be and why? (Max 250 words)

→ Tip: This question is about personality, ethics and values. Align yourself with a brand and have a bit of fun with the question.

Q3. Problem Solving.

What approaches/actions have you used in a situation where you have had to deal with a challenge in your life? (Max 250 words)

→ Tip: This can be a personal or professional example.

Q4. Life Lessons.

What three life lessons did your tertiary experience teach you? (Max 150 words)

→ Tip: Reconcile your experiences whilst studying and what they have taught you about yourself.



Q5. Sell Yourself in 45 Seconds.

Brief: Produce a 45 second personal brand video selling you. Don't worry if you are not creative, just have some fun and show us your personality.

1. Who are you?
2. Why are you here?
3. What do you want to achieve?

→ Video Tips: Make sure the video has reasonable sound and vision quality. You'll need to upload your video to Vimeo or YouTube. If you want to password protect your video, make sure you send us the password.

How to apply

[Apply here](#)

→ Tip: Complete your written submission in a desktop program, use spell check then copy and paste your text into the online application form.

