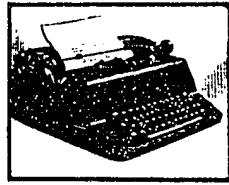


## The Copywriter Test



In 1984 we ran this copy test once. Thousands took it. Ten people actually landed copywriting jobs at JWT.

Since then, they've become some of the brightest creative stars in the business.

Now we're offering anyone with the talent a second chance to become a famous advertising copywriter.

You don't need experience. Just solve these eight problems, and do it with flair and imagination.

All completed entries will be reviewed by our creative staff, and the best respondents will be rewarded as trainee copywriters at J. Walter Thompson, New York.

Like the best of you who will join us, we're good at what we do. Year after year we produce advertising for the best clients in the world: Ford, Kodak, Lever Bros., Kellogg's, Quaker and many, many more.

Opportunities like this come along about once every five years. So if you've been waiting to prove you can write great ads, get to work.

Send completed entries to "Copy Test," J. Walter Thompson, 466 Lexington Avenue, New York, NY 10017. Attention: Jim Patterson, CEO-USA.

*Don't call. Write.*

## The Account Management Test



If you've ever thought you wanted to be an advertising account executive, this may be the best chance you'll ever get to prove you have the talent.

It doesn't matter what else you've been doing, or even if you've never taken an advertising or marketing course. This is your chance to get into advertising account work at J. Walter Thompson by succeeding on one challenging test based on your innate problem-solving skills.

Just answer each of these seven advertising-related problems, demonstrating your ability to think analytically, solve problems creatively, and communicate clearly.

All completed entries will then be reviewed by our account management group, and the best responses could result in job offers as assistant account executives at J. Walter Thompson, New York.

If you make it, you'll be joining an account management department rated number one overall by ad managers and clients in a 1988 *Advertising Age* survey. And you could be working on top accounts like Kodak, Lever Bros., Bell Atlantic, Warner-Lambert, and many more.

This opportunity may not come again, so get started. Send completed answers to "Account Test," J. Walter Thompson, 466 Lexington Avenue, New York, NY 10017. Attention: Jim Heekin, Executive Vice President, General Manager.

*Don't call. Write.*

**1** You are the songwriter for hitmaker Poppy Putrid. She's just had three recent No. 1 hits. All love songs. For her next hit, Poppy wants a song about moldy pizza, rancid butter, and flat beer. Her agent is convinced it should be another love song. Make it both. (Don't worry about the music, or adapt a tune you know.)

**2** Write a "Dialogue in a Dark Alley." (Not more than 200 words.)

**3** The Transit Authority has denied a request by the city's taxi drivers to increase fares. The cabbies have gone on strike, and have parked their vehicles in the middle of intersections, bringing traffic to a halt. As a rookie reporter, it's your opportunity to shine. Write the banner headline and a story not to exceed 500 words.

**4** A delegation of Martians has just landed in Central Park. They do not understand any Earth languages—only very basic symbols. Prepare a short speech (comprised of pictures and symbols) to welcome them and to tell them just what kind of place Central Park is. (Please enclose a plain language version of the speech in an envelope, in case we are confused!)

**5** You are a writer for Walletsize Books. Describe the history of the United States in 100 words or less.

**6** You've heard the story about the man who made a fortune selling refrigerators to Eskimos. In not more than 100 words, how would you sell a telephone to a Trappist monk who is observing the strict Rule of Silence? (But he can nod acceptance at the end.)

**7** Design/draw two posters. One is for legislating strict gun-control laws. The other is in support of the NRA.

**8** Develop a script for a popular network television program that will convince the show's millions of viewers to each send in a dime. (You have 30 seconds to be convincing.)

# WRITE IF YOU WANT WORK.

Your Client is the leading candle manufacturer. **1** Historically, he has advertised his brand based on the emotional rewards of soft, warm, romantic candlelight. Lately, he has lost market share to competitive brands that are lower-priced, longer-burning, no-drip, and have a greater variety of colors. What would you tell your Client to do? (Be sure to include how you would try to separate your Client from his competitors and what direction you would give your creative team.)

Due to the great job you've done on the candle account, you've just been promoted to the XYZ Widget account. **2** XYZ is the #3 widget company in the world. They manufacture a quality line of widgets, but have historically taken a very conservative approach in marketing their line, particularly when it comes to advertising. The creative team assigned to XYZ Widget has developed some new advertising that is not only strategically sound, but creatively brilliant. Unfortunately, the advertising is so breakthrough everyone at the Agency is concerned that the Client will never buy it. What would you do to help sell this advertising to your Client? (It might help if you supplied the campaign slogan you're trying to sell.)

You're heading a committee which must select a speaker for a political event. A civil rights leader, a fundamentalist evangelist, and a left-wing radical are also on the committee. How do you get a consensus from this group? **3**

Provide an example of a recent advertising campaign (not necessarily developed by J. Walter Thompson) that demonstrates smart strategic positioning and breakthrough creative execution. **4**

You can ask anyone you want (living or dead) out to lunch. Whom would you choose and why? What would you talk about over lunch? **5**

Name the one accomplishment or experience you're most proud of and describe how it provides a good indication of your future performance as an account exec. **6**

Why are you taking this test? **7**

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