



Cleveland AMA Scholarship Application 2016–17

Presented by Avery Dennison

The Cleveland Chapter of the American Marketing Association seeks to award a scholarship to two outstanding marketing students (one undergraduate and one graduate) who exemplify a keen understanding of marketing principles and the strategic application of those principles. We are looking for students who are passionate about marketing.

Eligibility:

- Undergraduate: College junior or senior in 2016–2017
- Graduate: MBA student in 2016-2017
- Applicants must be in good academic standing with a minimum cumulative grade point average of 3.0
- Applicants must be enrolled full-time at an accredited college or university

Awards (Two):

- \$1000 for 2016/17 School Year

Award Process:

Selection will be based solely on the eligibility requirements and selection criteria. A judging panel consisting of two Cleveland AMA board members, two local marketing professors and one executive marketing professional will review applications and select an undergraduate and graduate winner. The selection will also be announced to local media, shared on Cleveland AMA's social media channels, and mentioned on the Cleveland AMA website.

The scholarship award will be distributed through the Financial Aid Office of the recipient's school and is to be used for tuition payment.

Questions? Direct all questions to scholarship@clevelandama.com.

Please complete the following Scholarship Application and email a copy to scholarship@clevelandama.com or mail to P.O. Box 771629, Cleveland, OH 44017.

Deadline: October 31, 2016 at 11:59pm

Part I: Application

Name	
Address	
City/Zip	
Phone Number	
Email	
Name of College/University	
Major/Minor	
Undergraduate/Graduate & Class Standing	
G.P.A.	

Essay Questions: Attach additional pages as necessary.
1. Briefly describe your future career goals.
2. Describe your leadership involvement in an organization or extracurricular activity, and how that may be of value in reaching your stated goals.
3. How have your experiences differentiated you from your peers?

Part II: Case Study Essay (2 Page Maximum):

Background on Avery Dennison Graphics Solutions:

The Avery Dennison Graphics Solutions division manufactures wide-format vinyl products for digital and screen & cut print technologies. Applications range from promotional graphics such as signage, exhibits, displays, car wraps and bus graphics to longer-term, durable applications such as fleet markings, backlit signs, vehicle color change and architectural graphics. One of the most popular and profitable lines in the division is the color-change car wrap film, Supreme Wrapping™ Film. This film is applied to vehicles, often high-end vehicles, to change its color and finish. Check out the Avery Dennison Graphics Solutions Instagram and Facebook accounts for photos.

Avery Dennison Graphics Solutions sells through distribution. This means that we sell our products to distributors who then sell to the wrap installers and sign shops. They are meant to be close collaborators and promote the products and promotions that we run. Educating our channel on our products and strategies is key to our success and growth.

More information on Avery Dennison Graphics Solutions is available at graphics.averydennison.com.

Background on the Wrap Like a King Challenge

This year was the fourth annual Avery Dennison Wrap Like a King Challenge. It is a global vehicle wrap competition that invites wrap installers to enter a wrapped vehicle using Avery Dennison Supreme Wrapping Film, Conform Chrome series, Avery Dennison MPI 1105 Supercast Digital film, or a combination of these films to be evaluated against their regional peers by a panel of judges. Around 200 installers entered this year's competition across the globe.

New for 2016, wrap installers can also share non-automotive wraps on www.wraplikeaking.com. The new "That's a Wrap" gallery provides installers the opportunity to show off a wider range of wrap skills, with the potential to be showcased on Avery Dennison's social media accounts. Items such as blenders, fridges, a kitchen, helmets and a piano were entered into this gallery.

Eight regional winners are chosen and receive a trip to the 2016 SEMA Show in Las Vegas, NV, part of a \$3,200 prize pack. We crown the "King of the Wrap World" at the show.

More information on prizes, judging, products and even the gallery of entries can be found at **wraplikeaking.com**. The competition is a great way to interact with wrap installers and get them talking and excited about Avery Dennison products.

Your Challenge:

1. Avery Dennison has seen challenges in driving distributors to promote the contest to their customers. How does Avery Dennison get its distributors more involved in the competition?
2. What strategies would you deploy to promote the contest to installers? What would you do to keep the competition fresh, so installers are still interested in the competition's fifth year? How would this differ from the way you reach out to distributors?
3. Avery Dennison has received feedback that installers feel they can't win unless they wrap a high-end vehicle. Also, as more entries are submitted, installers feel they don't have a chance at a prize, even though the regional prizes are split between eight regions. How does Avery Dennison make installers feel like they have a chance?

You will be graded on a written plan, sound strategies and realistic objectives.