The ad industry is a magnet for creative people of all kinds: artists, designers, writers, filmmakers, you name it. But the thing they all have in common is a rare ability to produce big ideas and then make them into something that moves people. This application is designed to give us a sense of your ability to do just that.

The goal: offer a smart, creative, profound, funny, serious, wonderful, compelling answer to the prompt above using any medium you see fit (visual, audio, video, paper, digital, printed, handmade, etc.) as long as it abides by the guidelines below. Whatever you choose to do, make sure it's not obvious, cliché, easy or ordinary.

Please know that this is NOT a request for an ad. In fact, your submission doesn't have to mention anything about advertising at all if you so choose. Likewise, while we encourage those with artistic talents to flex them, keep in mind that the strength of the idea behind your submission is just as important. So, place as much emphasis on thinking about your answer as you do in crafting it.

Make sure your response is fully yours and fully original and isn't likely to be duplicated by other applicants. We want to see how YOU think, so don't base your answer on someone else's work, or something you found on the Internet, or generated by an AI program. Make your own statement.

Your submission can be as short or as simple as you like. It can also be as intricate or complex as you like. Just make sure that whatever you submit requires no more than 90 seconds of reading, viewing or listening from beginning to end. However, your aim should be to leave an impression that lasts much longer than this. Make us want to re-watch, re-read, or think about your submission again (and again).

Do not include any words, images, or video footage that might reveal your name, face, or identity. In other words, you should remain totally anonymous. All submissions, physical or digital, must be placed esat w Yttachg abaTncl[Y)9ld esespicuord ission bftJust m chg abaT0 1Tfs: aage like.e uidel@Tdeo ID numbTd&or vl&deoirls: aa