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Midnight Oil Advertising is the student-run advertising agency of AAF Illinois. Functioning as a full-service ad agency, Midnight Oil provides their clients with creative work, strategic planning, execution, and much more. Members consist of students who have shown distinguished skills in advertising and possess strong experiences in either account management or creative execution. Working with small to medium-sized businesses in the Champaign-Urbana area, the members of Midnight Oil utilize these creative abilities and advertising skills to satisfy the many needs of the client.

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## APPLICATION REQUIREMENTS (read carefully):

**Midnight Oil Advertising accepts students from all majors and backgrounds. All members, however, must also be members of the American Advertising Federation at Illinois. AAF Illinois accepts all those that register for membership. Membership with AAF Illinois does not guarantee a position within Midnight Oil.**

You are applying to be either a **Creative** or **Account Manager** within Midnight Oil.

- Applicants interested in an **account management position** must submit an updated resume and completed project.\*
- Applicants interested in a **creative position** must submit a portfolio or examples of previous work, resume and completed project. MO accepts digital and online portfolios. If absolutely necessary, a physical portfolio will be accepted.
- Applicants interested in MO, but unsure as to which position to apply for, are encouraged to include a resume AND portfolios/work examples with their submissions to **both** projects.

## APPLICATION PROJECT:

### Creatives:

Create an 8.5"x11" print ad promoting the Midnight Oil agency to the Champaign-Urbana community and local businesses. Please utilize the above description and the MO section (found in the "committees" tab) on [www.aafillinois.com](http://www.aafillinois.com) for more information regarding our agency. The Midnight Oil logo can also be downloaded from this page. There are no restrictions regarding the layout, design, or creation of this ad as long as it is sent as a PDF.

### Accounts:

Create a strategy for the following scenario: Viewfinders\*, an MO client, is interested in pursuing the Pepsi Refresh Challenge.\*\*

MO's objective is to not only spread awareness for the Viewfinders organization, but also motivate local students and residents to actively vote for Viewfinders on the Pepsi Refresh Challenge website.

Identify the best target for this client's request and devise a strategy to most effectively reach this target. Please provide detailed explanations for each recommendation. Remember, ideas need to be feasible. There are no restrictions regarding which tactic or form of media to use, and using several forms of media are not only acceptable, but encouraged. The purpose of this assignment is to assess strategic thinking. Please submit your application project in a word document.

\*Viewfinders is a not-for-profit committed to sharing the images and descriptions of the diverse youth experience across America. Viewfinders holds workshops at local schools, teaching students how to use cameras and then invites them to share their images on the Viewfinders website ([www.viewfindersworld.org](http://www.viewfindersworld.org)) with other students around the world.

\*\*About the Pepsi Refresh Project: <http://www.refresheverything.com/how-it-works>

## SUBMISSION:

### For all applicants:

- Send all materials to [applymidnightoil@gmail.com](mailto:applymidnightoil@gmail.com) by **10pm September 23. No late applications will be accepted!**
- **The title of your e-mail should follow the Format: “(Your Name) Midnight Oil 2011”**
- In the e-mail itself, please list the following information and attach your resume and application project (and if applicable, portfolio).
  - Name:
  - Year in school:
  - Major:
  - Position(s) applying for:

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Thank you for your interest in Midnight Oil and GOOD LUCK! Please email [applymidnightoil@gmail.com](mailto:applymidnightoil@gmail.com) with any questions or concerns.