

SCHWARZSPRINGER COPY TEST FOR COPYWRITING AND GRAPHIC DESIGN APPLICANTS.

We have deliberately done without background information on the various topics. You can either do some research or simply invent advantages. Show us that you are capable of more than just working to instructions.

Advert

Come up with an idea for an advertisement for the Mercedes-Benz C-Class with 4Matic four-wheel drive.

Target group: wealthy, high-mileage drivers

What we want from you: an image description or layout scribble and headline. Copywriters please also write a copy.

TV commercial

Come up with three new motifs for the Funny Fixies nappies and write a 30-second TV commercial to be launched in summer 2008.

Target group: mothers with babies up to three years old

What we want from you: a description or scribbles of the nappy motifs, a treatment for the TV commercial

Radio commercial

A job for the copywriters (for graphic designers, too, if they wish):

Write a 30-second radio commercial for a new highlighter that really stands out but doesn't go through the page.

Target group: schoolchildren and students

What we want from you: a manuscript

Poster

Think up an idea for a poster advertising a nose spray that cures headaches.

Target group: businesspeople who move around a lot

What we want from you: an image description or layout scribble plus a headline

Internet concept

Develop an Internet campaign for an Internet media agency to promote the Internet's advertising potential.

Target group: decision makers at advertising companies and agencies

What we want from you: a description or scribbles of the Internet promotion ideas