

**Bumper Sticker of the Month Club
Application for Membership**

I. General Information

Please staple business card here:

(Note: pasting, gluing, the use of epoxy or other such methods of attachment are deemed inappropriate and will count as grounds for automatic disqualification.)

II. Who said that?

Match the quote with the quoted

1. I hate advertising.	A. William Bernbach
2. The real fact of the matter is that nobody reads ads. People read what interest them, and sometimes it's an ad.	B. Albert Einstein
3. Properly practiced creativity can make one ad do the work of ten.	C. Oscar Wilde
4. People don't actually read newspapers. They step into them every morning like a hot bath.	D. George Lois
5. A great brand taps into emotions. Emotions drive most, if not all, of our decisions. A brand reaches out with a powerful connecting experience. It's an emotional connecting point that transcends the product.	E. Phil Knight
6. The best way to predict the future is to create it.	F. Marshall McLuhan
7. Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything.	G. Scott Bedbury
8. There ain't no rules around here! We're trying to accomplish something!	H. Thomas Edison
9. Everything should be made as simple as possible, but not simpler.	I. Peter Drucker
10. It is only shallow people who do not judge by appearances.	J. Howard Luck Gossage

1. ___ 2. ___ 3. ___ 4. ___ 5. ___ 6. ___ 7. ___ 8. ___ 9. ___ 10. ___

III. List your favorite brands

- 1.
- 2.
- 3.
- 4.
- 5.

IV. Complete the following thought with words and one doodle. Use EXACTLY the space provided.

I like marketing...

V. Multiple Choice

1. If six turned out to be nine:
(a.) My 11th grade teacher would be wrong.
(b.) I don't mind. No baby I don't mind.
(c.) My 1st grade teacher would be wrong.
(d.) I'd have to re-assess a bunch of things.
2. Just...
(a.) screw it.
(b.) leave me alone.
(c.) Do it.
(d.) in time.
3. The best ad agency process ever invented is:
(a.) HyperBrand^{im}
(b.) MegaBrandsm
(c.) SuperBrand^{im}
(d.) They can all go blow it out their arse.
4. Hal Riney drank...
(a.) too much.
(b.) not enough.
(c.) at Reno Barsocchini's.
(d.) All of the above
(e.) None of the above

VI. Haiku Time!

Write a haiku using only the following words/terms:

Television Coca-Cola Barbra Streisand NFL the five torrid sweater Gap unconscious
infested brand saxophone mad and Cartman visited yellow also summer found exception
nikes ocean on stole advertise lost finish stereo highway picture process card vote
steam internet apple I faulty this am tattoos dollars with a time drink or Rolex
mustang line stinkin' idea executive compete magazine countless forgot nothing
(note: each word can only be used once.)

VII. Essay

Using no less than three words, but no more than 7, tell us why you should be accepted into the highly prestigious Bumper Sticker of the Month Club.

VIII. Thumbprint

For security purposes, using green ink please make a thumbprint in the space provided.

IIX. DISCLAIMER

Access to and use of the Bumper Sticker of the Month Club application is subject to the following terms and conditions.

The BSotMC is committed to maintaining the privacy of our students by being in total compliance with the Family Education Rights to Privacy Act (FERPA).

BSotMC Logo and other related material

The use of the BSotMC Logo or any product associated with Bumper Sticker of the Month Club that falls under Copyright law is protected and prohibited from any use without the express written approval from Bumper Sticker of the Month Club. For more information, contact the webmaster.

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BSotMC shall not be liable for any damages of any kind, including consequential or incidental damages, arising from the submission, installation, maintenance, transmission, copying, modification, distribution or use of any materials.

BSotMC is not responsible for any errors in the materials provided on the BSotMC's bumper stickers. The BSotMC bumper stickers and all related materials existing in reality or maintained on the web site are provided "as is" with no warranties of any kind.

All warranties and representations of and from the BSotMC are subject to change without notice.

BSotMC does not guarantee that the bumper stickers will function error-free or uninterrupted.

Any BSotMC affiliated person with an Internet account on system servers may publish web pages under their own account so long as the pages conform to terms of the UCCSN Computing and Networking Use Agreement.

Personal web pages of BSotMC board of directors and staff do not in any way constitute official BSotMC content. The views and opinions expressed in personal Web pages are strictly those of the page authors. Comments on the contents of those pages should be directed to the page authors.

Official pages representing BSotMC entities, departments, or organizations are those linked to the main BSotMC web site (at <http://www.ideamill.com/bsotmc/>).

Official BSotMC stickers shall conform to the standards issued by the BSotMC Standards Committee. The purpose of these standards is to ensure that the club presents itself with clarity and professionalism. Bumper stickers or applications designed for a specific intra-vehicular communication in which access is gained only through application are not required to conform to BSotMC Standards. In those rare instances where stickers are not adaptable to the BSotMC standards, the entities, department, or organization must discuss the matter with the BSotMC Standards Committee and receive a waiver of standards prior to posting.

DISCLAIMER (cont.)

THIRD PARTY CLUBS

The BSotMC forbids all third party clubs from having any knowledge of the BSotMC.

IX. WAIVER

I have read the BSotMC Disclaimer and submit to its essence in a deep and spiritual manner.

I do solemnly swear to tell the truth, the whole truth and nothing but the truth and above all to treat people like people

(signature of applicant)

(date)

(witness)

(date)

Submission information:

After completion of this application, please ensure it is signed and dated then mail to:

IdeaMill
6101 Penn Ave
Suite 401
Pittsburgh, PA 15206

Or
bstomc@ideamill.com