

Enhancing Ad Standards' Scholarship Outreach Plan

THE COLLABORATORS

THE ASSOCIATION

Each year, Ad Standards offers two \$1500 scholarships for post-secondary students. To apply, students must be enrolled in an undergraduate advertising or marketing program at a Canadian university or college. Successful applicants display a commitment to volunteerism, a record of academic excellence, and an interest in pursuing a career in advertising or marketing.



THE UNIVERSITY

Rachel Surman developed and instructs a course on Content Promotion & Amplification at York's School of Continuing Studies. This course is the third part of a new content marketing certificate program, following Content Planning & Analysis and Content Creation.

THE CHALLENGE

Ad Standards was looking to enhance its Scholarship outreach plan, in order to make more Canadian students aware of the opportunity and encourage additional applications.

THE OUTCOME



Each group of students prepared a presentation that outlined their analysis, findings, recommendations, and alternative solutions for Ad Standards' Scholarship outreach plan. Working with Riipen's online platform allowed Ad Standards to connect with the right course for the project in an efficient and easily managed way, and resulted in several insightful and practical ideas.

