



Anti-Advertising Agency  
Foundation For Freedom  
Application Form

PERSONAL INFORMATION

Name	
Address	
City/State	
Zip	
email	

ESSAY PORTION (include 1 copy, typed and double spaced)

1. Please describe what you hate most about the advertising/marketing industry.
2. Please provide a list of your industry accomplishments, to date.
3. Please briefly describe your sleaziest campaign.
4. Please provide a detailed example of something egregious and horrifying you witnessed as an ad industry professional.
5. Please list all of your non-financial assets. (Attach an extra sheet if necessary.)
6. Please describe the hopes and dreams you held for the world when you were 5.
7. Please describe the project you would most like to work on if resources were not an issue.
8. Please pass this application form along to your friends, colleagues, and former professional rivals. (Anonymously is OK.)
9. Please take a moment to congratulate yourself on getting this far. Perhaps there's some cake around?
10. Please take the afternoon off to play with your kids or, should you not have any, to play with yourself.

## ADDITIONAL MATERIALS

Your application will not be considered complete until we are also in receipt of the following materials:

- ✦ CV
- ✦ Pay stub or business card from previous job or confirmed and dated registration as a college major in the field of advertising, marketing, or PR.
- ✦ Proof of new occupation (judges look favorably on non-profit sector and journalism) or confirmed and dated registration in a college major unrelated to advertising or PR
- ✦ Bonus Points: BCC on letter of resignation.

Please provide any additional materials that seem appropriate to our judges consideration. Note that judges Steve Lambert and Anne Elizabeth Moore will look favorably on the following factors in selecting the recipient of the prize money and giant check:

- ✦ Industry awards and citations
- ✦ Documentation of pranks or sabotage completed prior to leaving your position
- ✦ Mention of the AAAFFFA in your letter of resignation
- ✦ Obscene words in your letter of resignation
- ✦ Flattery.



Send this form and all additional materials to:

Anti-Advertising Agency  
c/o Eyebeam Center for Art and Technology  
540 West 21st St.  
New York, NY 10011

All applications must be postmarked by September 1st, 2008.