J. Walter Thompson's Helen Lansdowne Resor Scholarship Enters Its Fourth Year

The international scholarship opportunity will award scholarships up to $10,000 to five female university students

NEW YORK (PRWEB) March 28, 2018 -- Today, J. Walter Thompson announced that it is opening applications for its fourth annual Helen Lansdowne Resor (HLR) Scholarship. The Scholarship addresses the lack of female creative leadership in the ad industry by empowering female university students with the support they need to join the advertising industry’s creative ranks.

Named after Helen Lansdowne Resor, the industry’s and JWT’s first female copywriter, the Scholarship was established in partnership with the 4A’s in 2014. Each year, it awards five female creatives individual scholarships up to $10,000, a paid internship with a JWT office, a JWT mentor, and a “first look” placement consideration upon graduation.

Applications must be submitted here by May 14th, 2018. The scholarship is open to eligible female students registered at an undergraduate, graduate and/or portfolio school.

Tamara Ingram, J. Walter Thompson Company’s Worldwide Chief Executive Officer, said: “We are reimagining the future as an agency – one that will see women rise to the top of creative leadership positions across our business. Entering its fourth year, our Helen Lansdowne Resor Scholarship aims to help build the next generation of creative talent in our industry. We’re thrilled to offer five young female creatives the opportunity to take part in this global initiative.”

Since 2014, 15 young women from diverse academic backgrounds and across six regions have been named recipients of the HLR Scholarship.

For more information, please visit https://www.jwt.com/en/hlrscholarship/ and contact hlrscholarship@jwt.com with any queries.

NOTE TO EDITOR
Helen Lansdowne Resor began her pioneering half-century-long career with J. Walter Thompson in 1908, and quickly became a guidepost to female creatives of her generation as a champion for the advancement of women’s rights both inside and outside the agency. During her tenure, J. Walter Thompson was known as the “Women’s Agency,” where bright young female talents had a chance to succeed. As a brilliant creative, working mother and icon in advancing women’s rights, she overcame significant cultural barriers as a true pioneer. She is also credited with some of the industry’s most innovative historical advertising, including the use of celebrity testimonials through endorsements from socialites, European royalty and other well-known women in her work for Pond’s Cold Cream.

ABOUT J. WALTER THOMPSON COMPANY
J. Walter Thompson (JWT) has been at the forefront of advertising for over 153 years, constantly evolving and drawing upon our unique and innovative DNA to reimagine the future for our clients and our agency. JWT has
always been first, changing the course of the future for ourselves and our clients. We aired the first TV commercial, launched the first global campaign, promoted the first female creative director, rocketed the first candy bar into space, created the first amphibious prosthetic limb, and taught a computer to “paint” a 3D “Rembrandt.” For more information, visit http://www.jwt.com or @JWT_Worldwide on twitter
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