



## Do you want to FAST TRACK your career **at our expense!**

We are looking for 6 extremely talented and passionate young professionals to represent the Indian Advertising fraternity at the prestigious Fast Track 2019 Professional Excellence Programme.

September 11<sup>th</sup> to 13<sup>th</sup>, 2019. Wednesday to Friday, Kuala Lumpur, Malaysia  
ALL EXPENSES PAID FOR

If you are below 30 years of age and currently working in marketing, advertising or media, with not more than 5 years of experience, you could be eligible to fast track your career prospects with a three day specialised training program in Malaysia (11<sup>th</sup> to 13<sup>th</sup> September 2019). And you will get a certificate from the prestigious Asian Federation of Advertising Associations (AFAA) as well.

What's more, we will send you there, all expenses paid. That's an offer worth more than US\$2,500 when you consider the course fee, air-fare and twin-sharing accommodation.

All you need to do is let us have your take (in not more than 100 words) on the case study below -

**Two decades into the 21<sup>st</sup> century, Advertising finds itself in a Gordian knot. The explosion of choice and complexity now extends to every product and service category; finding and securing consumers demands that marketing communication penetrate through this tangle and make its case persuasively. Simultaneously, though, the explosion of fake news and alternative facts makes consumers cynical and communication suspect.**

**Can marketing communication find ways to resolve this paradox? What role might brands play in this scenario?**

Please share your thinking in a 100-word document, Powerpoint or PDF, or whatever else you may choose, to communicate your solution to the above paradox. Email this along a scan of your valid passport to [acifasttrack@gmail.com](mailto:acifasttrack@gmail.com) before August 12<sup>th</sup>, 2019. Selection will be by a team of senior domain specialists in Creative, Media, Digital. Candidates must be below the age of 30 as on August 12<sup>th</sup>, 2019 (born on or after 11-08-1989) and have a passport, with an expiry date later than March 31<sup>st</sup>, 2020.

This is a residential programme at Kuala Lumpur, Malaysia and selected candidates will have to reach Kuala Lumpur on September 10<sup>th</sup>, 2019 and leave September 13<sup>th</sup> night after 10 pm. All expenses viz Airfares, boarding and lodging (on a twin-sharing basis) will be borne by us.

You may check out details of the Fast Track 2019 Professional Excellence Programme at <http://afaaglobal.org/afaa-fasttrack/>

### **Advertising Council of India (ACI)**

(A Division of STACA Trust)

Constituents: Advertising Agencies Association of India (AAAI),  
The Advertising Club, Indian Society of Advertisers (ISA),  
Indian Broadcasting Foundation (IBF),  
India Chapter of International Advertising Association (IAA)