

**DESIGN AN AD BRIEF FROM THE GUERNSEY SOCIETY OF CHARTERED AND CERTIFIED
ACCOUNTANTS (GSCCA)**

BUSINESS NAME: Guernsey Society of Chartered and Certified Accountants known as 'GSCCA'

ADDRESS: c/o Le Pré, Rue du Preel, Castel, Guernsey, GY5 7DN

TELEPHONE: 01481 253475

EMAIL: admin@gscca.gg

WEBSITE: www.gscca.gg

AIM OF ADVERTISEMENT:

The GSCCA is a society with over 1200+ qualified or qualifying local members. One of the Society's important roles is to encourage students and university graduates to choose accountancy as a career here on the Island, your 'Target Audience' for this advertisement.

We would like you to design an advertisement which will highlight the benefits of choosing accountancy as a career. People reading your advertisement should see that 'Accountancy is absolutely not boring'! You could also highlight our fantastic annual Scholarship of £15,000 awarded over three years to a student attending a UK University

WHAT MAKES THIS SERVICE/BUSINESS/PRODUCT SPECIAL?

Accountancy is not just about arithmetic, in fact you don't necessarily need to be a brilliant at maths, a good brain and people skills are just as important. If you qualify as an accountant, this qualification is universally accepted potentially opening up career opportunities anywhere in the world – travel while you work! If you are dedicated, driven and ambitious, you can earn an excellent salary and have a rewarding and exciting career.

Within your accountancy firm, you might work with clients from all over the world from an airline, a chocolate factory, a shoe maker, a hospital, a bank or a vet, the list is endless. The whole world needs accountants. You can rise to the top levels of business if you want to and many leaders of industry first qualified as accountants. Although the principles of your work would remain the same, you could work in any field worldwide.

HELPFUL HINT

Go to our website www.gscca.gg select 'Students' then 'Design an Ad', here you can download our colourful and informative Student Brochure, our Scholarship leaflet and have a look at the Design an Ad Section which displays previous winners. Make your advertisement colourful and don't forget it does not just have to include Guernsey, the whole world needs accountants! You could make your advertisement about the GSCCA Scholarship.

PRIZES

We know just how much hard work goes into designing these advertisements so we award prizes in both the junior and senior sections for 1st, 2nd and 3rd placed entries. If you place in the top three, you will receive an Amazon voucher for £50, £30 and £15 respectively together with a Goodie Bag.

Good Luck with your designs!

The Guernsey Society of Chartered and Certified Accountants