

WALRUS

Interested in being a creative at Walrus? That's awesome! Of course your book is important, but beyond that we like to see how people think outside the confines of advertising, so we've devised this highly scientific test. Take your time, fill it out any way you want - it doesn't have to be on these sheets, and it doesn't have to be typeset in any way (this includes the Economist ad). Just make it smart, funny, well written and easy for us to understand. Email back a pdf to deacon@walrusnyc.com with the subject line: Walrus CreativeTest Attached

Good luck!

1. Provide three captions for the cartoon below:



2. Below are three examples of a “McSweeney’s List” You can find more on mcsweeney’s online. Provide one of your own.

EPITAPHS FROM OREGON TRAIL AFTER
SOME EIGHTH GRADE BOYS HAD USED
THE COMPUTER.

BY ANNA BRESLAW

Here lies Mattisgay, dead of cholera.

Here lies Cartman, dead of typhus.

Here lies BriansMomisHot, dead of measles.

Here lies ZOMBIES, dead of a snakebite.

Here lies MrBongWater, dead of exhaustion.

Here lies buttsex, dead of dysentery.

EMOTIONS/BODILY RESPONSES I
EXPERIENCE WHEN READING ABOUT
THE CONTROVERSY SURROUND-
ING PRESIDENT BUSH’S STATE OF
THE UNION ADDRESS IN WHICH HE
FALSELY STATED THAT IRAQ HAD
TRIED TO SECURE “YELLOWCAKE”
URANIUM FROM NIGER.

BY JOHN WARNER

Anger
Disbelief
Hunger

JOKES MADE BY ROBOTS, FOR ROBOTS.

BY J. ALEX BOYD

A rabbi, an Arab, a robot, and a Catholic priest
walk into a bar. Only the robot exits.

A robot walks into a pharmacy. The pharma-
cist asks him if he’d like anything. The robot
replies, “A soul.”

How do you stop a robot from destroying you
and the rest of civilization?
You don’t.

“Waiter! Waiter! What’s this robot doing in my
soup?”

“It looks like he’s performing human tasks
twice as well, because he knows no fear or
pain.”

Knock knock.
Who’s there?
A robot.
Oh, shit.

What’s the difference between a regular robot
and a killer robot?
The gnawing jeers of men.

What’s a robot’s favorite cereal?

Rob-os.
(Note: Rob-os are made of the tears of human
children.)

Little Susie tosses a clock out the window. A
robot inquires, “Why did you do that?” She
replies, “I wanted to see time fly!” The robot
says, “Ah ... A perfect subject for elimination,”
and shoots her with a laser beam through the
face.

Why did the robot order a milkshake?
To blend in with the general human popula-
tion, making it easier to infiltrate society and—
in time—conquer it.

Why was six afraid of seven?
Because seven was a robot.

3. If you were responsible for a fictitious twitter feed for an inanimate object. What would that object be and what would your first 10 posts be?

4. Below is an example of an old Economist trade ad from Mad Dogs & Englishmen. The basic premise is that Economist Subscribers are smarter, richer, more successful and more influential than your average person. Each execution always began with a percentage in the style of the Harper's index. You can use as few as one number and as many as you choose. Write two more ads in this campaign.

63%

Percentage of business
magazine readers
who had lemonade stands
as children.

80%

Percentage of Economist
readers who opened
adjacent ice cube stands.

The
Economist