

### Paul Simons Scholarship Application Form

Mr Fulgoni is the former Executive Chairman and Co-founder of comScore Inc. (NASDAQ:SCOR), the global leader in measuring the digital world. He holds a MA in Marketing from Lancaster University, and as his alma mater, Mr Fulgoni, generously supports high performing students, via Scholarships.

This scholarship award is in memory of Paul Simons who sadly passed away in 2020. Paul completed an MA (Marketing) at Lancaster University Management School and was an active alumnus. Paul began his career at Cadbury, then United Biscuits, moving on to be one of the leading figures in the wave of advertising agencies that revolutionised the UK industry and also had a considerable impact on the world stage from the 1980s. He was the driving force behind the launch of Simons Palmer Clemmow Denton & Johnson, making impact for clients such as BT, Nike, PlayStation, Virgin Atlantic, plus more, which was eventually bought by Omnicom. He also launched a number of enduring spin-offs including Manning Gottlieb Media, still one of the UK's leading media agencies at Omnicom and Maher Bird Associates (MBA.) Paul went on to join Ogilvy & Mather as UK chairman and CEO, and consulting for many agencies and clients.

**Value per annum:** £5,000 scholarship

**Duration:** 1 year only

**Programme:** **MSc Marketing**

**Requirements:** The award is for applicants who hold an offer of a place on the programme, with at least a 2:1 Hons degree (UK or equivalent) and have been awarded a Lancaster scholarship (Lancaster scholarship awards are confirmed by email when you receive your offer).

**Conditions:** The scholarship is awarded as tuition fee waiver and is deducted from your fees when you register at the university.  
The scholarship cannot be deferred to a subsequent year of study.

A condition of receiving this scholarship is that you **must** choose **MKTG507 (Branding)** as one of your elective modules.

The Scholarship Committee will meet to consider all Fulgoni scholarship applications and we will notify you of the outcome.

**How to Apply:** Applications should be sent to: [i.jacklin@lancaster.ac.uk](mailto:i.jacklin@lancaster.ac.uk), consist of no more than one side of A4 paper and be received by **31 July**.

**Award notification:** 14 August (latest)

Please complete the following details:

<b>Family name:</b>	
<b>First name:</b>	
<b>Country of residence:</b>	
<b>Application reference number:</b>	
<b>Email address:</b>	

**Please complete the personal statement section.** In your statement, you should explain your motivation for applying for the scholarship, and also mention the personal qualities that you think make you an outstanding applicant for the scholarship (in approximately 300 words).

**Personal statement:**

QUADRUPLE-ACCREDITED, WORLD-RANKED



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