**Canstar Blue Future of Comparison   
Scholarship Application Form**

Please complete all fields along with your essay and send as an attachment to [scholarships@canstarblue.com.au](mailto:scholarships@canstarblue.com.au) using the subject line 'Canstar Blue Scholarship' no later than 11:59 AEST, Sunday, 1 December 2019.

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| --- | --- |
| **Full name** |  |
| **Email address** |  |
| **Mobile phone number** |  |
| **University** |  |
| A list of accredited, eligible universities is available here: <https://www.studyinaustralia.gov.au/english/australian-education/universities-and-higher-education/list-of-australian-universities> | |
| **Course/degree** |  |
| **Year of study (1st, 2nd, etc.)** |  |

I, [**insert full name]** confirm that:

* I have read and accept the scholarship Terms and Conditions; and
* all work that is submitted in my application and essay:
  + is my original work;
  + is unpublished at the time of submission; and becomes the property of Canstar Blue as described in the scholarship Terms and Conditions.

**Essay**

**Write an essay below that reviews a trending consumer product or service and discusses its implications for Australian consumers (max 1,000 words including any appropriate referencing).**

Remember, the Scholarship Committee will be looking out for applications that:

* Demonstrate an understanding of consumer trends in Australia
* Consider the needs and pain points of Australian consumers when making purchase decisions, and the type of information they would require
* Demonstrate an understanding of the target consumer or segment for their chosen product or service
* Use relevant domestic and/or international examples
* Use recent data/statistics
* Show creativity and an ability to write in a clear, compelling, original and engaging way

Important: To facilitate the blind review process, please do not include any information below that might identify your submission, such as your name or university. Instead, that information should be supplied on page 1 of the application form.