

Media Tacticians Foundation give learners a taste of the world of advertising

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The Media Tacticians Foundation hosted a group of high school students on Thursday, 27 June, at Brave Group as part of a careers programme. The aim of the programme is to afford learners from Grade 8-12 access to information, knowledge and experience within the media industry.



Brave opened its doors to pupils from Kenneth Masilela Secondary School and Nkumbulo Comprehensive Secondary School for a fun-filled day, during which staff exposed the learners to the inner workings of an advertising agency. The exercise opened their minds to the various career opportunities that exist within the advertising discipline.

To make the day meaningful for the pupils, they were challenged to interrogate a mock brief for an A1 Youth Month poster. In the same way that it would be done for client, a person from each department within the agency took the learners through the brief and gave an overview of their department, thereby giving the pupils a practical understanding of how the agency works. The students then had an opportunity to sit with the design team and brief in elements of the poster, which was then printed out for them on photographic paper.

At the end of the day, the poster was handed over to the pupils as a souvenir of their time at Brave and most importantly, it served as a reminder of the infinite possibilities that await them as young people in this country.

"We have been extremely fortunate to have partners like Brave Group who share our vision to give back to our communities through this youth-focused initiative, and who gave our learners an experience second to none," says Msizi Mazibuko, CEO of the Media Tacticians Foundation. "Both companies share a mutual passion for paying it forward to less-advantaged youth wanting to join the media and marketing industry," she said.

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