



Please follow the instructions below to apply for the Internship:

THE BRIEF:

An established South African footwear brand is celebrating its 25th anniversary in the footwear industry and is looking for a simple yet effective campaign that utilises 'digital technology' Eg. Website, an app, social media, an ambient experience etc. (not a print campaign, only digital).

You're required to think of bold, culturally relevant ways to celebrate and connect people to the brand in creative ways. There is opportunity to take your creative skillset or passion and apply it to this campaign.

THE OBJECTIVE:

Identify a South African consumer's pain point or specific cultural nuance that is close to home, that has to do with footwear (perhaps they want footwear that reflects their heritage, perhaps it is difficult to get footwear or they can't afford footwear etc.) and think how you can creatively solve the problem with something technological. In other words solve the problem by using the power of the brand and technology.

NB Digital technology is not limited to hardware, to name a few: it could be a website, a phone app, an ambient experience, an innovative use of a simple toll free line, or video streaming.

INSTRUCTIONS:

Candidates must answer the brief depending on their area of qualification/skillset by providing/creating any piece of work that will support their idea.

Play to your strengths and create a representation of your idea:

Digital Strategy or Communications Strategy

Please Provide a direction or plan that can lead the team for this campaign.

Conceptual Copywriter

Come up with a conceptual idea for this campaign and write the copy that will accompany this campaign.

Art Direction

Create an art direction or design for this campaign and create a mood board showing your ideas.

Digital Content Writer

Create a digital campaign that can roll-out on all social media platforms and write the copy that will accompany this campaign. Eg. Website copy, Social media posts, an emailer, suggest a competition mechanic or give-away.



Community Manager & Content Creator

Showcase your Social media expertise and explain how you can apply them to this campaign.

Graphic Design or Conceptual Designers

Come up with a conceptual idea for this campaign and show your design skills.

3D-Renderer/Animator

Bring the images for this campaign to life in your own unique way.

HOW TO PRESENT YOUR BRIEF:

You will need to hand your work in the form of an idea card and supporting collateral.

- 1. Idea card**
- 2. Supporting Collateral (word docs, Jpegs, video etc.)**

The below is an idea card, it is a simple way of summarising your ideas into a single page before you move forward and unpack detail. Each answer should be no longer than 2 sentences:

1. Relevant insight
What deep consumer truth or everyday South African opportunity can be explored.
2. Brand connection
How does this consumer insight line up with the chosen Brands USPs or position?
3. The Idea
How are you using the mix of the above 2 points to solve or address your relevant insight?
4. Elevator pitch
What is the simplest form of the idea?





5. Digital Connection
How can this idea translate onto digital communications platforms?

6. The Stickiness
What makes this idea talk-able and shareable?

7. The Platform Ecosystem
What channels or platforms best suits this idea, when sharing it with the world and educating its consumers to its existence.

Then also just keep in mind the “SECSI principle” and measure your ideas against this:

- Surprising [Distinctive]
- Evocative
- Contagious
- Simple yet smart
- Insightful

Successful applicants will need to reside in Port Elizabeth and be ready to start work in January 2021.

The application process for the 2021 intake comprises three steps:

- Submission: of a CV and/or, Portfolio (links acceptable) and indication of which position is most desirable;
 - Completion of a Brief: Receipt of a brief and subsequent submission of the response to that brief;
 - Interview: During which the submitted brief will be assessed.
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- Deadline: 11 November 2020

Please submit all the required above mentioned documentation to: careers@boomtown.co.za

