



**Please follow the instructions below to apply for the internship:**

### **THE BRIEF:**

An established Local Dairy Company requires a back-to-school campaign for their Custard 200ml pocket pack. They are looking for a simple yet effective campaign that utilises 'digital technology', e.g., a website, an app, social media, an ambient experience, etc. Please note, only a digital campaign and not print media. The target market is the parents of kids who consume the product.

You're required to think of bold, culturally relevant, and creative ways to connect people to the brand. This is the perfect opportunity to apply your passion and creative skillset to this campaign.

### **THE PROBLEM:**

Low sales and demand for the product.

### **THE OBJECTIVE:**

Identify a creative solution to attract the attention of the parents (buyer) and kids (end user) who are the customers of the Custard 200ml pocket. This could be a specific cultural nuance, or a digital creative solve. This needs to drive sales and create a demand for the product in the market.

**NB:** Digital technology is not limited to hardware, e.g., 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:**

#### 3D-Renderer/Animator

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

#### Art Director

Create an overall concept for this campaign, including overall creative and represented visually through a mood board showing your ideas.

#### Digital Strategy or Communications Strategy

Please provide a direction or plan that can lead the team for this campaign. Typical touch points would include, but not limited to, messaging, brand direction and channel mix.

#### Community Manager & Content Creator

Showcase your social media expertise and explain how you can apply them to this campaign. Think about a content plan, rollout plan and content calendar.



Conceptual Designers or Graphic Designers

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

Conceptual Copywriter

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

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, e.g., website copy, social media posts, an emailer, suggest a competition mechanic or give-away.

**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 the details. 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 communication platforms?

**6. The stickiness**

What makes this idea talkable 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.

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

- Surprising
- Evocative
- Contagious
- Simple yet smart
- Insightful

**Successful applicants will be based in our Gqeberha (Port Elizabeth) or Johannesburg offices and be ready to start work in February 2022.**

*Please note, only graduates and graduands may apply (NQF Level 6 and up).*

The application process for the 2022 intake comprises of two phases:

### **PHASE 1**

- Submission of a CV and/or portfolio (links acceptable) and indication of which position is most desirable with the completed brief. Shortlisted candidates will proceed to phase 2.

**PHASE 2** - Interview, which the submitted brief will be assessed.

Deadline: 22 November 2021

Please submit all the required documentation mentioned above to: [careers@boomtown.co.za](mailto:careers@boomtown.co.za)

Subject line: BAYEZA GRADUATE INTERNSHIP PROGRAMME 2022 – e.g., GRAPHIC DESIGNER (ROLE)