

Ad industry snaps up graduates

When AAA School of Advertising Class of 2007 students from the Johannesburg Campus graduated at the end last year, they received their passport to the world of advertising. And, more importantly, most of the graduates have already been snapped up by the industry.

Commenting on the graduation, Dr Ludi Koekemoer, AAA School of Advertising principal and MD, said: "The AAA School known for producing dedicated and top class graduates that companies are confident in employing. I am happy to say the out of the class of 2007 graduates, more than 75% have already been employed, with the rest either freelancing, self-employed or waiting for international appointments. We look forward to producing more highly trained, successful and employable graduates from the class of 2008."

A total of 35 marketing degrees and diplomas, 15 copywriting diplomas, and 33 creative degrees were issued to the successful class of 2007 third-year graduates at the Linder Auditorium, in Johannesburg. Out of the 83 graduates, 45 (54.2%) of them were black students, an amount the school intends on growing with the aim of producing the much needed black talent that the industry is looking for.

Top achiever awards

In addition to the certificates received, popular top achiever awards were also handed out to the most talented students on behalf of key industry players from various advertising agencies.

Top Joburg students Marise Mackay and Fu'aad Kasu walked away with the Roger Sinclair Trophy for Advertising Excellence. Mackay then went on to receive the Yellowwood Trophy for Top Brand management student and the AMASA Trophy for Top Media Management student.

The AON Award, for the Best Student of the Year 2007, went to Nokuthula Radebe. This accolade is given to the top overseas student who has shown commitment to the school, performed consistently well in his or her studies and has been respected and admired by his or her colleagues and lecturers over the three-year period. The prize consists of an overseas trip valued at R15 000 to be used within two years for visiting international advertising agencies. Over and above this, AON also donates R10 000 annually to the AAA, which is used to purchase books and study material for the campus.

Other award winners included:

Award	Student
JWT Best Client Service Award	Samantha Neto
AMASA Top Student in Media Management Award	Bradley Strydom and Marise Mackay
TBWA Hunt Lascaris Award for Top Copywriting Student	Jeff Harvey
Jupiter Drawing Room Award for Top Art Direction	Leon Curling-Hope
THINK Award for Top Graphic Designer	Suria Erasmus
Audi Arts Africa Award for Best Radio Spot Ad	Jeff Harvey
Red Rocket Award for Top Creative Student	Claudia Knuffel

Note to editor: