

First African Creative Shop Hackathon produces creative results

Facebook's first Creative Shop Hackathon in Africa took place on 18 September at the Cullinan Hotel in Cape Town as part of Loeries Creative Week 2014.

Five teams of five talented creatives from various agencies across South Africa vied for first place by delivering on a real creative brief for the Loeries Creative Future Scholarship.

The winning team featured representatives from some of South Africa's top agencies:

- Leo Burnett - Mishka Naidoo (Art Director)
- Ogilvy - Tanya De Jongh (Creative Content Designer)
- M&C Saatchi Abel - Fabio da Graca (Account Manager)
- Popimedia - Jaco van der Walt (Creative Strategist)

- 140BBDO - Jeremy Dixon (Project Manager)

Cape Town Tourism built Hackathon

A Hackathon is a workshop where teams collaborate to solve real-world business problems, usually while working against a tight deadline. Cape Town Tourism built the Facebook Creative Shop Hackathon based on a brief.



Enver Duminy, CEO of Cape Town Tourism, says, "Having previously run one of our most successful campaigns on

Facebook, 'Send your Facebook profile to Cape Town', it was a great opportunity for us to partner with Facebook and to work with young creatives to see how we can continue to innovate in this space for the benefit of Cape Town. Thanks to Facebook for the opportunity and we look forward to growing the partnership."

During the workshop, Facebook also provided an educational session, showcasing award winning work and the latest developments from Facebook HQ on tools and systems being developed specifically for Africa.

The workshop attracted far more responses than it could accommodate with only 40 seats available.

African creativity part of strategy

Rob Newlan, Head of Facebook Creative Shop Europe, Middle East and Africa oversaw the Hackathon. "I was deeply impressed by the creativity of the participants, as well as their ability to think strategically on their feet. Our winners put together a campaign that leverages our platform to tell a compelling and personalised story that will surely capture the imagination of the audience. What's more, it was exciting to see the sharing of ideas that took place during this workshop."

Facebook will give the winners free credit to bring their idea to life. They will participate in two more videoconferencing sessions with the Facebook Creative team to refine their winning idea, before presenting it to Cape Town Tourism. Facebook will help them to bring the campaign to life and launch it.

Facebook's focus on the Loeries is part of its strategy to invest in the high-growth markets of Africa and South Africa. "With more than 100 million active Facebook people a month - 80% of them on mobile devices - Africa is an exciting market for us. Making the world more open and connected is Facebook's mission and high-growth African countries are central to that mission," concludes Newlan.

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