

Win your own brand PR agency

Up to R1.3 million is up for grabs in the 'win your own agency challenge'. RedCube Porter Novello Vega Brand Communications School and *Finweek* have partnered together to form a CSI initiative with the intention of discovering and nurturing talent brand PR communications.

By [Tshepiso Seopa](#) 26 Jun 2008

The entrepreneurship skill development programme, called InCube8, was officially launched on Thursday, 25 June 2008, at Blu Bird Centre in Birnam, Johannesburg. The project aims to incubate encouraging entrepreneurs by awarding them a bursary to study at Vega, which will then be followed by an in-house formal training programme at RedCube. The winner will then start his or her own brand PR or below-the-line agency.

Open to the public

The challenge is open to all members of the public who are in possession of an undergraduate degree in marketing, branding or media communications or an equivalent of NQF level 6 diploma with three years minimum work experience.

In November this year, one external candidate will be chosen to complete a postgraduate degree in creative brand communications or brand leadership at Vega next year. The second candidate will be selected from Vega's current undergraduate intake. That candidate will receive a partial bursary to complete their postgraduate degree.

"Our vision is to see a steady stream of individuals through the programme, who not only want to be part of this fast-growing marketing discipline, but also want to eventually create a leading brand PR agency that challenges our own market-position, adds real value to clients and their brands and which can only be to the betterment of the South African brand communication industry and the brand PR discipline in particular," says Danni Vos, CEO of RedCube.

"We are delighted to be partnering in an initiative of this nature with such a well-respected entity like Vega and together we are passionate about seeing the InCube8 project take root and flourish."

One-year internship

The two candidates will compete over a one-year internship programme at RedCube in 2009. At the end of the challenge, the candidate with highest marks will be deemed the winner and will then be taken on an incubate8 programme in 2010. The winner will join RedCube management team helping it to drive new business, serving clients account and running their own client service team.

After all is said and done, in 2011 the overall winner will then be a CEO of his or her own agency, with resources such as marketing, PR, staff, offices, executive support and equipment.

For further information, go to www.incube8.co.za. Entries close 30 September 2008.

ABOUT TSHEPISO SEOPA

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