

Red & Yellow teams up with the Loeries to drive meaningful change

Issued by [Loeries](#)

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Africa's most creative business school, The Red & Yellow Creative School of Business in Cape Town, joins forces with Africa and the Middle East's premier award as the official education partner of the Loeries. This is a progressive step in expanding the school's powerful legacy of building relationships with industry leaders to ensure students get exposure to the 'real' world. The partnership provides an incredible opportunity to celebrate the shared respect for excellence in creative thinking, emotional intelligence and making a meaningful difference.



Image credit: Red & Yellow

The purpose of the Loeries is defined as “It’s more than an award. It’s about doing something. Something big. Something that makes a real difference. Challenging the world. Changing it – from bitter to better, less trending and more mending. Flipping the likes and fixing the dislikes. It’s about making work that doesn’t count views, it changes them.”

A sentiment that is perfectly aligned with Red & Yellow’s purpose, which has always been to provide talented people with critical human abilities like leadership, adaptability and critical thinking; the commercial logic to grow successful organisations; and, most importantly, the creative magic to set them apart.

Could there be a more perfect match?

What is this ‘meaningful change’ and who exactly will benefit?

Following on from this year’s re-affirmation of Red & Yellow as one of the leading educators of emerging creative thinkers - evidenced by the announcement of 47 Loeries and Pendering finalists – the school is taking the initiative to amplify its long-standing social promise that at least 10% of its students benefit from sponsored education.

The intention of the campaign – launching in Loeries Creative Week – is to pay tribute to the school’s legendary founders

by opening up further opportunities for talented humans to reap the benefits of education and build successful careers in the creative industry:

- Two full-time tuition scholarships for:
 - One previously disadvantaged student - the *Red & Yellow Brian Searle-Tripp Scholarship, in conjunction with the Loeries*
 - One female student – the *Red & Yellow Bob Rightford Scholarship, in conjunction with the Loeries*
- Three sponsored Red & Yellow online courses (in recognition of the three founders)
- 20 Honoris skills certificates for students – chosen by the Loeries – designed to help improve employability prospects
- 50 student tickets give-aways to Loeries Creative Week for current and prospective students, providing valuable access to the biggest gathering of creative minds

Awards boost careers, recognition earns respect

Awards ceremonies like the Loeries are immensely valuable as public affirmations of talent, creative thinking and hard work. Particularly for students, as it helps them stand out from their peers when entering the brutal job market. While they should never detract from the hard work required to equip the next generation with all the necessary skills and knowledge, they definitely play a significant role in reassuring educators that they are on the right track, and give finalists and award-winning students a boost of confidence and a point of difference.

A sentiment articulated perfectly by Carmen Schaefer, Red & Yellow's head of full-time education: "We're particularly proud that our finalists come from diverse backgrounds and different programmes, and that the nominated work spans four different languages and numerous award categories. Evidence that all our programmes are delivering a high level of quality education and that our students are being prepared to take on the corporate world in a variety of sectors. But what I'm most proud of is the determination and hard work of all our students who refused to let the challenges of 2020 get them down. They inspire my colleagues and I on a daily basis."

Driving the creative industries forward, and further enhancing South Africa's reputation as a meaningful player on the international stage, will require more collaborative efforts like these – bringing educators, industry and recognition-bodies together – to ensure the next-generation of creative excellence.

Red & Yellow recently joined the Honoris United Universities network. Read the [press release](#) for more information.



Honoris United Universities welcomes Red & Yellow Creative School of Business to its pan-African network

Red & Yellow 6 Oct 2020



About Red & Yellow Creative School of Business:

[Red & Yellow Creative School of Business](#) is a CHE-accredited private higher education institution, headquartered in Cape Town, South Africa. An established cornerstone of premium, boutique-style education, its focus is on producing alumni able to apply the critical ability of creative thinking to business challenges, and equipped with the critical commercial and 4IR skills needed to thrive in a digital world.

Established in 1994, Red & Yellow offers degrees, advanced diplomas and certificates in future-focused disciplines, geared to the demanding realities and technological advances of the 21st century.

The school also offers a range of industry-respected online short courses and certificates, and its highly-regarded corporate training team works with leading international brands to deliver innovative, customised programmes designed to

upskill personnel for specific challenges in this dynamic world of business. Red & Yellow has deep, longstanding ties with industry and works closely with leading brands and agencies to ensure its students and alumni are always world-class and work-ready. Its students are regular nominees and winners at local and international awards ceremonies, including the Loeries, Pendorings and D&ADs.

The School is also the publisher of the world-renowned textbook *eMarketing: The Essential Guide to Marketing in a Digital World* (now in its sixth edition) – prescribed by universities across the globe, and currently clocking over one million downloads.

www.RedAndYellow.co.za

About Honoris United Universities:

[Honoris United Universities](#) is the first and largest Pan-African private higher education network committed to educating the next generation of African leaders and professionals able to impact regionally in a globalised world. Collaborative intelligence, cultural agility and mobile mind-sets and skills are at the heart of Honoris' vision of higher education. Honoris United Universities joins the expertise of its member institutions to develop world-class African Human capital that is competitive in today's fast-paced, demanding and increasingly digitised labour and start-up markets.

Honoris United Universities gathers a community of 45,000 students on 60 campuses, learning centres and online, in 10 countries and 33 cities. The network counts 12 institutions: multidisciplinary universities, specialised schools, technical and vocational institutes, contact, distance and online institutions. Students have an opportunity to experience exclusive partnerships and exchange programs in more than 60 universities across Europe and the United States. Over 280 degrees are offered in medicine, health sciences, engineering, IT, business, law, architecture, creative arts and design, media, political science and education. Honoris United Universities. Education for Impact. www.Honoris.net

About Loeries Africa Middle East

The Loeries, a non-profit company, is Africa and the Middle East's premiere initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry. As the highest accolade for creativity and innovation across our region, the Loeries promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking.

Culminating in the biggest creative gathering across the region, Loeries Creative Week brings together the best innovative minds from our industry for a festival of networking, inspiring minds and recognising great work.

The Loeries is the only award across Africa and the Middle East that informs the global WARC Creative 100, a showcase for the best creative work in the world. Successor to the prestigious Gunn Report, WARC collates the most important advertising awards from around the world to produce a global list that ranks the most creative companies and campaigns.

Partners of the Loeries

Sanlam, AB InBev, Barron, Brand South Africa, DSTv Media Sales, Facebook, Tractor, Vodacom, Woolworths

Additional Partners and Official Suppliers

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For more, visit: <https://www.bizcommunity.com>