

Vega School and Havas Worldwide JHB partner to fulfil the industry's long-term potential

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Vega, School of Brand Leadership, has recently chosen Havas Worldwide Johannesburg as their advertising agency. The partnership will enhance Vega's prime goal of fulfilling the potential of their students and ensuring the positive development and growth of the broader marketing and communications industry.



"Good synergy with an agency that wants to give back to the industry and the communities they operate in makes Havas Worldwide Johannesburg a perfect fit for Vega," says Ralf Degni - Managing Director of Vega.

"Havas's 'One Young World' initiative* is synonymous with Vega's healthy brand beliefs, reasoning and logic, and provides a brilliant proof point to Havas Worldwide Johannesburg's long-term approach to youth development."

The partnership is intended to firmly position Vega as leaders in schooling and ultimately as the institution that can truly fulfil the potential of its students and working with Havas Worldwide Johannesburg in new and innovative ways further supports the school's culture and vision.

Says Jonathan Deeb, Executive Creative Director, Havas Worldwide Johannesburg: "We are excited to embark on this partnership with Vega. A school that supplies the industry with the best marketing and branding specialist talent should also be ahead of the curve when it comes to their own communication and marketing collateral."

It is not surprising that Havas Worldwide Johannesburg has a number of VEGA graduates on its staff. Through this alignment, we look forward to assisting with fulfilling the potential of more future Havas employees.

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