

Red & Yellow Springboard launches in Jozi

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At Red & Yellow, we are always looking for fresh young talent to inspire, motivate and educate, which is why we are happy to announce the successful launch of the Red & Yellow Springboard Learnership in Johannesburg.

With the unveiling of Red & Yellow School Johannesburg, brings exciting new ventures and opportunities. As of 30 August 2015, the Springboard Learnership Programme became the first of many full-time courses to begin at the new campus.

Springboard aims to inspire young and hungry minds to become giants in the marketing and advertising industry, one learnership at a time.

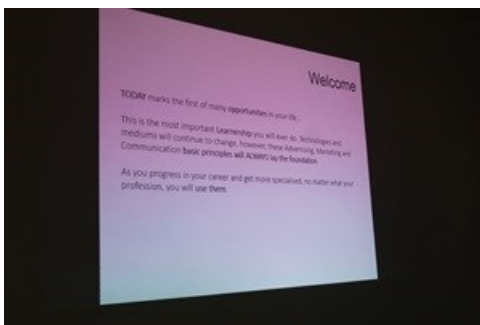
Thirty enthusiastic students, aged between 19 and 29, are participating in the 12 month learnership. Their interests range from copywriting, design and photography to entrepreneurship, with a few students already owning their own businesses.

"It's an exciting opportunity for them, and many view this as an opportunity to understand the science behind how brands communicate with them (and consumers) on a daily basis. They're driven to succeed, for themselves and for their families and communities", said Stephanie Houslay, Course Director in Johannesburg.



The learnership consists of six months theory and six months of practical learning. The first six months sees students gaining valuable insights and knowledge about the marketing and advertising industry in a classroom setting, Monday to Friday. In the second half, the students will be placed in a learnership within the industry, where they will be required to complete a six month internship.

Upon successful completion, the students will receive a National Certificate in Advertising NQF-5 (accredited by SETA), as well as the great practical work experience gained from their internships.



"I am hugely excited and proud to be part of Springboard. Not only does Red & Yellow have the unique opportunity to provide these thirty young South Africans, from previously disadvantaged backgrounds, with the platform to develop their skills but also partner with the industry. This mutually beneficial relationship is the catalyst to the real transformation we need to see our industry grow", said Houslay.

We can't wait to see what these Springboarders can do!

Find out more about Springboard [here](#)

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