

# Loeries Creative Future Scholars set for the ad world

The Loeries Creative Future Scholarship is an invaluable opportunity for aspiring creatives to receive tertiary education in brand communication. The scholarship covers a student's fees, study material, equipment and a travel allowance, which would not be possible without the support of both the educational institutions and agency partners.



Source: [www.pexels.com](https://www.pexels.com)

The current recipients who are concluding their studies are Rosemary Mabasa, supported by TBWA\ Hunt Lascaris and the AAA School of Advertising, and Keamohetsoe Tsimba, supported by Sunshinegun and Vega School.

Both started their studies in 2019 and are currently in their third and final year.

"I have loved my time mentoring Rosemary. I was fairly tough on her early on and threw some challenges and curveballs her way (just like a real client would) and she kicked every one of those challenges butts! She really impressed me with her ability to decipher a brief and put her own unique view of the world and creativity into all of her work. I look forward to watching her career go from strength to strength. #bigfan" says Shane Forbes, creative director at TBWA.

"There is nothing that thrills us more at Sunshinegun than seeing our young designers thrive in their careers. In the past three years, Keamohetsoe has grown from a young girl to a talented designer with a great future in our industry. She will be joining Sunshinegun for a formal work-integrated learning experience and we look forward to continuing her journey with us from here" comments Katinka Pretorius, managing director at Sunshinegun.



Ogilvy launches the Molefi Thulo Bursary Programme in partnership with The Loeries

Ogilvy South Africa 25 Oct 2021



"The last three years have been a rollercoaster. I started off knowing little to nothing but it has been a process of learning and experiencing and so much more. I have been given a plethora of opportunities, I am eternally grateful for and I can confidently walk into the industry proud of what I've accomplished and ready to achieve so much more", shares Mabasa.

"Taking chances is all a part of life. For those who are unsure, who are afraid, this is one of those things that you shouldn't

let slip through your fingers. If I had to make this decision again, I'd make the giant leap of faith 1000 times over."



Keamohetsoe Tsima

Tsima adds, "My experience has been nothing short of amazing. My journey experience meant more than just tuition. It changed my life a lot. It was a form of being part of something far greater than myself. From the mentorship, the support and overall being part of something so amazing, I am more than grateful. I've not only



Rosemary Mabasa

grown my love for design, but I am also more passionate about our industry. I've learnt a lot, met and worked with a lot of incredible people, worked on

some amazing projects, participated in the Loeries x Woolworths Student Portfolio boot camp - which was incredible. Overall, I've had a lot of good fun."

"I am here today with my heart overwhelmed with gratitude because three years ago I just had a dream but today I am living my dream. Thank you to the Loeries and Sunshinegun for all the support, the love, thank you for family."

"The Loeries is grateful to our agency supporters TBWA\ Hunt Lascaris and Sunshinegun as well as our school supporters AAA School of Advertising and Vega School for supporting Rosemary and Keamohetsoe in their journey into the creative industry," says Loeries CEO, Preetesh Sewraj, "I have no doubt that they are both going to make a positive impact on our industry."

Students who are awarded the scholarship also receive mentorship, internship opportunities, potential employment and relevant experience through a partnership with agencies.

2022 sees 16 new students being inducted into the programme. Ogilvy South Africa will be supporting the first ten recipients through the Ogilvy Molefi Thulo Bursary programme.

#### For more:

- Official site: [www.loeries.com](http://www.loeries.com), [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

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