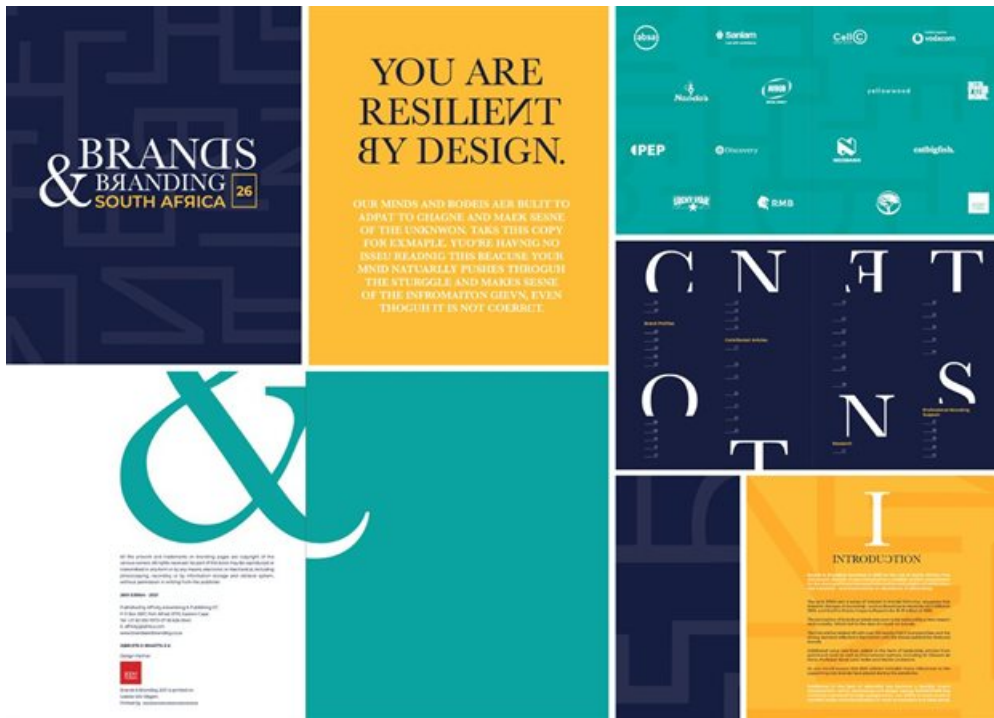


Boomtown Bayeza intern design selected for Brands & Branding 2021

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Opportunity knocked for Michelle Stockwell when she was selected as one of eight for the digital marketing and creative brand agency Boomtown's 2021 Bayeza Graduate Internship Programme.



It certainly delivered when her design got selected for Brands & Branding 2021, which launched earlier this month and is available for the first time as a free eBook here: [Brands&Branding2021](#).

The 26th edition of the book published by Ken Preston's Affinity Advertising & Publishing annually since 1993 (except for 2020), was conceived as a credible conduit and platform for the sharing of brand-focussed information and insights, of which there was a scarcity and often overshadowed by an abundance of advertising.

The first edition kicked off with over 100 mostly FMCG brand profiles, and the strong demand reflected a fascination with the stories behind the featured brands.

Today, Brands & Branding enables marketing, advertising and education professionals and management from every sector of the economy to acquire brand insights and inspiration from a comprehensive source that provides a lasting printed record of brand development in South Africa.

Boomtown has partnered with Brands & Branding for many years to conceptualise the creative direction for the front and back covers of the annual. Design for various inside pages such as the ISBN and title page, the contents list and section dividers have also been a part of the job.

The honour of tackling the brief is usually given to the interns participating in Boomtown's Bayeza Graduate Internship Programme.

In isiXhosa, Bayeza means 'they are coming', and after its successful 2012 pilot with graphic design intern Pola Maneli, the

integrated graduate programme launched into full force in 2013. The learnership seeks to empower the new generation of creatives and marketers by allowing them to learn on the job from Boomtown's dynamic team in its Port Elizabeth and Johannesburg offices.



Michelle Stockwell

Commenting on her experience, Stockwell said the chance to design a publication that has been around for years is what inspired her.

“When the client chose my design, I was very excited and also slightly nervous designing something widely recognised, so early in my internship year. With great input and guidance from Boomtown, my concept and design came to life.

“Receiving the physical book and seeing my work in its intended form after months of working on-screen was an incredible feeling. Working on Brands & Branding was a great experience and one that I will definitely look back on with fondness,” she said.

Boomtown is currently looking for graduates from across South Africa to fulfil the 2022 internship roles available in its Eastern Cape and Johannesburg offices.

Applications for internship positions ranging from digital and strategic marketing to art direction and web development close on November 22, 2021. Successful applicants will need to be in Gqeberha (Port Elizabeth) or Johannesburg, ready to start work on Thursday, February 1, 2022. Find out more information on becoming part of this innovative and leading brand agency here: [Boomtown Bayeza Graduate Internship Programme](#).

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