



SUM OF

Addendum



Creating meaningful **transformation**

Sum of 21 Academy is an innovative solution that contributes to the transformation of the creative industry whilst benefiting clients.

Our **unique approach** enables clients to acquire marketing and advertising collateral and assistance without placing any further pressure on already suffering marketing budgets.

In doing so, clients are supporting the **transformation and cultivation** of our future industry giants, giving clients a strong empowerment story that carries the marketing collateral even further.



REIMAGINE

The B-BBEE landscape

The new BB-BEE codes changed the playing field – all in the spirit of **enhancing transformation** and job creation.

Massive budgets are being earmarked for **B-BBEE spend**:

CATEGORY	REQUIRED SPEND
Skills Development	6-8% of payroll
Enterprise Development	1% of NPAT
Supplier Development	2% of NPAT
Socio-economic Development	1% of NPAT



South Africa needs **new and innovative ways** to spend towards B-BBEE. New strategies are required – strategies that **will stimulate the growth** not only in the creative industry but also in our **economy overall**.

The Sum of 21 Academy model



- △ Identifying and developing new **SKILLS** to enter the market.
- Generating real marketing **JOBS** and **PROJECTS** for these entrants to gain experience.
- Operating under the guidance, coaching and creative mentorship of **ETIKET**.

Through Learnerships, Internships, Bursaries, and Entrepreneurship, **Sum of 21 Academy** is developing much-needed creative skills. However, these interns and learners need **real marketing briefs and projects** to get their hands dirty and truly hone their skills.

Making use of **B-BBEE spend** to generate marketing collateral



By contributing Skills Development, Enterprise and Supplier Development as well as Socio-economic Development spend towards **Sum of 21 Academy**, clients are able to receive marketing and advertising collateral without placing more strain on already pressured marketing budgets.

How it works



