

## BUILDING A REPUTATION FOR INNOVATION

This top business school used direct mail to connect transformative learning with future success.

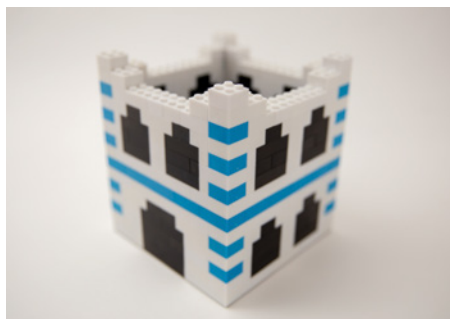
When the University of Cape Town Graduate School of Business wanted to raise awareness among corporate decision makers about what sets the school apart, it arranged for a physical demonstration.

Believing it's more important to show than tell, the university created the Build pack – a way to convince business leaders that the school provides the building blocks to help students create futures through transformative learning.

The pack contained blocks, which represented bricks, in three colours, along with a manual on how to build a replica of one of Cape Town's most famous landmarks, the old Breakwater Prison turret. The different ways to design the familiar structure symbolized how it's possible to change the old ways of doing things and create an alternative future. The task required critical, flexible and creative thinking, underscoring the educational approach the institute takes with students.

To create the pack, and the experience surrounding it, the school partnered with Faatimah Mohamed-Luke, who is not only an artist but a successful entrepreneur who has applied her business skills to the art world.

In November 2019, the school's MBA program was included in the *Financial Times* global top 50. It has also been voted the best EMBA in Africa and is clearly building a reputation for innovation.



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