

Net#work BBDO opens two more school libraries

Net#work BBDO's non-profit foundation, Mal has opened its 11th and 12th Seed libraries at the Tlamatlama Primary School in Tembisa and Mafumbuka Primary School at Soshanguve on Monday, 13 November 2017.



Image supplied.

Partnered by sponsors Steers and Shout, and NGO Breadline Africa, the purpose of these beautifully designed libraries is to create more than just another grey, sterile storeroom for books, harnessing the power of awesome design to inspire and motivate learners - empowering the next generation of imagination.

Since it opened its doors as the first agency in the new South Africa in May 1994, Net#work BBDO has always been on a mission to create more than ads – to make a difference. “We, make a living by what we get – we make a life by what we give, that is our MAL philosophy. We put back through ideas and creativity. All children, especially in disadvantaged communities, deserve stimulating environments to encourage imagination and innovation. If we want to sustain a better future, we have to do something about,” says Boniswa Pezisa, BBDO South Africa, group CEO.

“As I sat and watched the ceremony I was emotional but very proud. The reception from the school head master and the participation from the parents was so heart-warming. At BBDO we firmly believe in doing right as we do good business in South Africa and Africa, we can only thank our awesome clients and our team that’s so dedicated to the work.”

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