

# The Odd Number to launch Stadio's Multiversity concept

Stadio Holdings, a listed, PSG-aligned private tertiary education specialist has set out to widen access to higher education learning opportunities for Southern African school-leavers and adults. To achieve this, it has created a 'Multiversity' and after a three-way pitch has chosen The Odd Number as its creative partner to help launch the concept.



“ The concept of a Multiversity is all about respecting the uniqueness of each student and catering for the diverse and relevant needs of the South African marketplace - Julian Ribeiro, head of Marketing at Stadio ”

“When we put our business out to pitch, we weren’t just looking for an agency, but a partner who believed in this way of thinking,” says Ribeiro. “The Odd Number really impressed us with their energy and passion. They went way beyond the brief and gave us an inspirational presentation, making our decision a very easy one.”

Xola Nouse, co-founder and MD of The Odd Number, says that from the beginning, the agency has wanted to create work that makes a difference in the lives of South Africans. “Stadio wants to empower the nation by widening access to higher education, and it has always been our goal for The Odd Number to play a significant role in the communication industry by leading transformation within this sector through finding, nurturing and upskilling talent. That’s why this partnership makes so much sense and we look forward to working together with Stadio to impact the next generation of thinkers.”



Wimpy appoints The Odd Number as lead agency

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Stadio currently supports five prestigious institutions, which make up its Multiversity, namely AFDA, LISOF, Milpark Education incorporating CA Connect, Embury and Southern Business School.