

# Idea Hive partners with Future Kings: transforming young men's lives

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Brand storytelling specialists Idea Hive has partnered with Future Kings, a programme of the Rams Mabote Foundation (RMF) created in 2014 by Rams Mabote, who is arguably the voice of small business in South Africa. Formerly with Metro FM, Mabote has turned his YouTube channel - Talk with Rams - into the home of small business', dishing out education, opportunities, advice and networks that entrepreneurs need desperately.

The Future Kings' sole purpose is to share and teach the principles of manhood and dream-building to young men. The programme helps young men realise their potential and envision a future where they are physically and emotionally equipped, responsible and productive members of society.

The Future Kings programme aims to help young men from underprivileged backgrounds realise their potential. "There is a lack of mentors and leadership for boys in our society. We are passionate about helping them envision their future where they are physically and emotionally equipped, responsible and productive," says Rams Mabote.

Yaw Dwomoh, CEO of a well-known brand storytelling agency, commits to the programme as a focal CSI plan. "As Idea Hive, we are very delighted to be part of the programme and looking forward to being part of the journey to transforming the lives of young men. The programme's objectives resonate with me personally and our value system as an organisation. I would like to play any role in my personal capacity to ensure Future Kings' growth and sustainability."

Future Kings is Rams Mabote's contribution to creating a safe and free space for at-risk young men, where they can have access to adult male confidants they can trust.

"I want to play my role in saving just one boy from anger and desperation and, hopefully, in the process help them grow into beautiful, strong and independent males not angry with the world. The young men of our society hold great potential. The people of our society hold the power to develop it, so we value role models like Yaw, who continue to contribute positively to society and who uphold the values we want to teach these young men," says Mabote.

The alliance brings with it not only mentoring capacity, but the benefits of leading brand communications and creative expertise, which would enable Future Kings to clearly articulate its campaigns' objectives on multiple platforms to its audience.



Yaw Dwomoh

## About Idea Hive

At Idea Hive, our team of curious, creative, driven and critical thinkers deliver brand storytelling solutions that will change how the market sees and experiences your brand.

We craft and execute heartfelt and character-driven brand storytelling campaigns that position your brand/and or organisation to achieve its full market potential.

We offer an array of tailored-made solutions around our services which includes branding, design, influencer marketing, visual content and communications. All services ensure each brand story is told exceptionally.

Imagine a world where brands defeat normal and ideas inspire change.

When we change, we change the world around us.

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