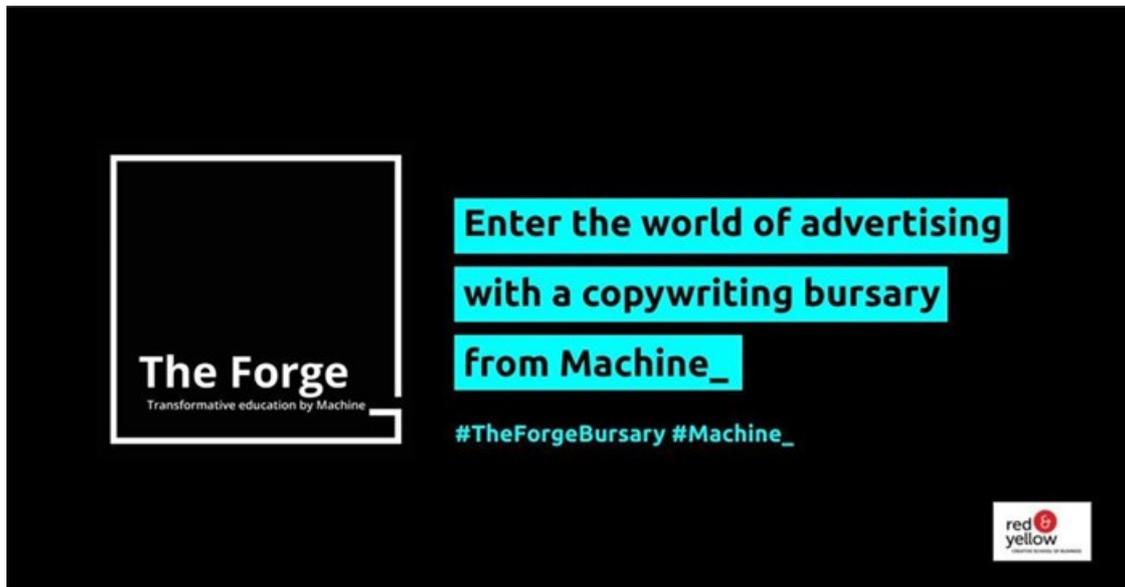


The launch of The Forge by Machine_ unlocks a world of opportunities for young creative talent

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Machine_ launches The Forge, an initiative that will find, nurture and empower young creative talent and equip them with all the tools necessary for a career in advertising and communications, including a full bursary to a top creative school.



With the aim of addressing inclusion and diversity in the advertising and communications industry, [Machine_](#) has launched The Forge. This initiative aims to find, mentor and grow young creative talent and equip them with the tools and skills necessary for a career as a copywriter. During the initial phase of The Forge, in partnership with the [Red & Yellow Creative School of Business](#), the candidate will receive a full bursary sponsored by Machine_ to study an advanced diploma in copywriting in 2021. Machine_ will then work closely with the selected student during the course of the year, with a guaranteed paid internship in 2022 once they've graduated.

The Forge will also continue driving important conversations and initiatives in the industry throughout 2021. For [PJ Eales](#), Machine's executive creative director and Forge co-founder, this is essential for addressing youth unemployment, representation and related issues in the industry.

Eales says: "Machine_ recognises that when it comes to diversity and representation our agency, and the industry at large, needs to do more. It's our collective responsibility to ensure that we have the right voices in the room, and that those voices are being heard. That's why The Forge aims to find and nurture those voices from early on."

The Forge will embark on several major initiatives. One such initiative will be feeding live client briefs into various schools and higher education training programmes, which will not only help create industry insight for the students but also give them invaluable work experience. There will also be mentorship opportunities from selected members of the Machine_ team to students in other areas of the industry, including account management and brand strategy.

Around the world, diversity and inclusion is finally getting the airtime it deserves within the advertising and communications industry. Machine_ is driven by the same objective and seeks to pay it forward, growing diverse representation within the industry, while fostering sustainable careers. The Forge is the first step in achieving just that.

Do you have the right brain for copywriting or know someone who does? All interested candidates can apply for The Forge

bursary to study the advanced diploma in copywriting in 2021 by simply emailing their details to fulltime@redandyellow.co.za

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Machine_ is a creative solutions agency represented across Cape Town, Johannesburg and Durban, and is home to over 75 adventurous minds.

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