

Creatives invited to pitch ideas for Tiger Tail's brand identity

Creatives wishing to participate in the 48-hour #CreativeHack2017 in Cape Town have until the end of today, 17 March to register. They will pitch to industry greats such as John Sanei and Alistair King. The winning team will scoop R75,000 and the runner-up R25,000, with smaller spot prizes over the weekend, including the latest in tech gadgetry.



Picture: [Flickr.com](https://www.flickr.com/photos/1234567890/)

Trend specialist, business strategist, author and serial entrepreneur, and on his way to study at the highly revered Silicon Valley think tank Singularity University, John Sanei will be MC for #CreativeHack2017. "Hackathons provide a wonderful opportunity to demonstrate talent to a key audience, so I'm looking forward to seeing what creative genius we uncover," he says.

The judging panel includes Alistair King, Sabine Heckmann, Natasha Williams, Farai Madzima, Nikki Stokes and Julie Maunder.

#CreativeHack2017, hosted by Tiger Tail Digital in association with HackON at Workshop17, is for all creatives, who will be pitching their ideas for Tiger Tail's brand identity.

The initiative will ultimately form part of a launch campaign for Tiger Tail Digital, a specialist workforce solutions provider focused on digital skills recruitment. Natasha Williams, MD of Tiger Tail Digital explains, “77% of organisations see digital transformation as their top strategic priority – but only 17% have the digital skills on board to make it happen. That is the gap the company is helping to close – we are a strong team of Agile trained specialists, operating in very specific areas to ensure we really understand the right skillset and fit. This space is not about matching a CV to a job, it’s about thinking differently – doing things differently – putting the right people in the right place to achieve the required progress.”

Two finalist teams will be selected on the Sunday and receive a fully paid for trip to Johannesburg to pitch their world class work to the country’s most prominent digital and design leaders.

The event will be held on 25-26 March 2017 at the V&A Waterfront’s Workshop17 and there is no entry fee. To register, go to bit.ly/creativehack2017 and then all that’s required is your talent and your own device.

For more, visit: <https://www.bizcommunity.com>