

# Digital download with... Vega School

By  Leigh Andrews

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Local digirati shone at the recent IAB Bookmark Awards 2017. Here's some feedback from Darren Meltz, copywriting and digital strategy lecturer at Vega School of Brand Leadership.



Vega School's digital stars Bernard Cloete, Julia Smith and De Wet Cilliers.

Bernard Cloete, Julia Smith and De Wet Cilliers of Vega School shared the accolade of 'best digital student' at the Awards.



Meltz included this meme from the students, who now feel they can take on the world.

He adds, "The South African digital landscape is ever-evolving. As a creative lecturer, it is truly exciting to see such exceptional work on display, as well as how students are being encouraged to fully embrace the digital sphere. Our online future is most certainly bright!"

See Vega's winning entry video for Best Digital Student embedded below:

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## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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