



Unlocking Dreams with the MultiChoice Bursary Programme



AT A GLANCE

Our epic bursary campaign rocked the scene, turning dreams into reality. Student Village scoured the nation, handpicking bright stars, and fuelling their journey to success with the MultiChoice Bursary Programme.

CLIENT TESTIMONIAL

**Leticia Christian,
Coordinator Learning:
Human Resources**

"The bursary management team as a whole is very professional; they provide generously and take delight in completing things on schedule, and if they are unable to, they manage our expectations. I'm glad to have them on board since they are incredibly hardworking people."

CONTACT

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OBJECTIVES

1. Cultivate Future Stars: Support STEM students with bursaries to groom a talent pool for key roles at MultiChoice.
2. Tech Trailblazer Workplace: Boost MultiChoice's appeal as a top employer in tech and innovation, highlighting our dedication to nurturing young talent.
3. Connection and Support: Strengthen bonds with bursary recipients through robust support and engagement.

SOLUTIONS

Using the Student Village website and social media platforms, we revamped the MultiChoice Bursary Programme with a seamless application process and simplified selection criteria, making it easier for talented students to access. We also offered comprehensive support, including financial, academic, and emotional assistance, to nurture their overall growth. Our campus engagement efforts featured special MultiChoice bursar packs and campus visits, strengthening the bond between MultiChoice and our bursary recipients. Moreover, we gave bursars internship opportunities to experience the company culture and identify future stars.

HIGHLIGHTS AND RESULTS

- > Received over 10,000 applications from talented STEM students
- > A total of 170 bursaries were awarded
- > The campaign generated an exponential increase in social media engagement

