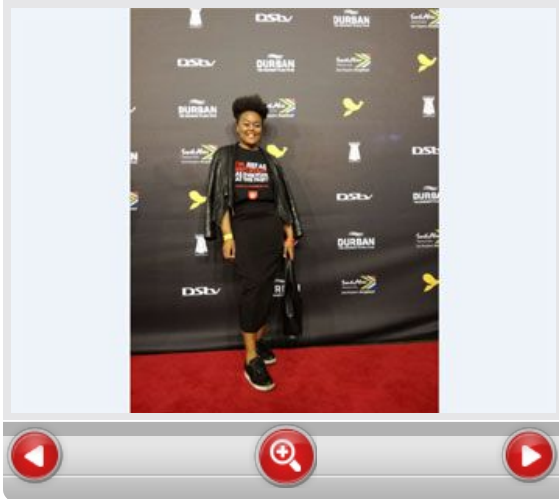


# ECD for a weekend

By Ellen Marime, issued by DDB South Africa

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I'm Ellen Marime, an intern at DDB, and on the 17th and 18th of August, I was part of the South African National Blood Service (SANBS) #ImImportant campaign. We got to see how the ECDs of this industry experience one of the most prestigious events in Middle East Africa - The Loeries.



Before I left, I received a gift basket filled with amazing goodies, as well as vouchers and a complimentary t-shirt for the Loeries Awards.

After landing, the first thing on my agenda was the Loeries Awards. I arrived at the Loeries in style, using my Uber Black voucher – and walked the red carpet as well as took a couple photos at the SANBS photobooth – on the ‘#ImImportant throne’.

I got to rub shoulders and see the work of some of the best advertisers in the game from all over Africa (and even international). I also got to attend the masterclass, which taught me a lot about the industry I am in, and how to be great at it. This was an inspiring and motivating experience for someone in my position, just being at the beginning of my journey in this industry.

I also got to gain entry to exclusive events, including the Egg Films party, by simply wearing my t-shirt. These events allowed me to meet so many cool people that all share a common passion.

This weekend gave me irreplaceable memories, and fueled my passion to become an ECD myself one day. It also gave me a higher appreciation for what SANBS does – they save lives and give people the chance to experience incredible memories like the Loeries, and afford more time to people with aspirations and dreams to build a future with many more amazing memories. Thank you SANBS for giving me the experience of a lifetime.

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