



# BrandMoxie Launches Public-Good Student Initiative

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*A leading advertising agency in Abu Dhabi has launched a programme to provide interns an opportunity to work on public service campaigns in collaboration with corporations and civic groups.*

PR9.NET August 08, 2006 - Abu Dhabi - BrandMoxie advertising agency has launched a new initiative aimed at building a student-industry communication infrastructure to promote 'public good' schemes while enabling students to become positively involved in public service endeavors.

The Public Good Student Initiative (PGSI) is a platform provided by the agency to involve students looking for training and internship opportunities at its agency to work on public service campaigns aimed at education and information.

'BrandMoxie has always been concerned with 'public service' programmes and Corporate Social Responsibility initiatives that are aimed at making life better for people, whether this is to educate them about health issues, the environment or to promote charity,' said BrandMoxie's CEO Sana Bagersh.

'We believe this programme is a great opportunity to inculcate positive values in our children and spread responsible messages on public service themes.'

She explained that the inspiration for the programme came from students who regularly intern at BrandMoxie. 'We recently had students from Zayed University and Al Khubairat British School working together on campaign ideas to keep the UAE clean and promote recycling. They worked independently, meeting and formulating strategies, ideas and creative, and were committed to the task even though they didn't have much success meeting officials and raising corporate sponsorships because of the summer hiatus.'

Bagersh stressed that the main impetus for PGSI will come once organizations and corporates give a lending hand. 'We know there are companies out there who want to engage in corporate social responsibility schemes, and in the end such alliances are a win-win proposition for all--spreading goodness, promoting responsibility and fostering the spirit of volunteerism towards helping people, communities and our planet.'

BrandMoxie implemented an integrated public campaign in January aimed at building awareness on medication, for Abu Dhabi's General Authority for Health Services (GAHS). It was the first large-scale public awareness campaign aimed at informing the public the importance of proper dosing and disposal of medications, and also covered topics related to antibiotic administration, poison control and homeopathic remedies. The principal sponsors for the campaign were Pfizer, GlaxoSmithKline.

BrandMoxie's past initiatives included 'AdCare: Heal The World,' which was aimed at providing pro-bono design services to charities, as well as an alliance with Gulf News where 30,000 '40 Ways to Save the Planet' posters were distributed to residents of Abu Dhabi.

BrandMoxie is a full service advertising agency providing campaign strategy development, implementation across all media as well as event management, PR and consultancy services. Its business philosophy is founded upon the principles of social responsibility, integrity and creative passion.

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## About BrandMoxie

BrandMoxie is a leading advertising agency in Abu Dhabi, UAE. It is a full service agency that specialises in branding, strategy and marketing consulting.

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