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Three UCT students shine at Pernod Ricard International Business Game UCT "Brandiacs" to represent Pernod Ricard South Africa in Paris

Three University of Cape Town students have won the South African leg of the Pernod Ricard's International Business Game, a competition to create a digital marketing strategy.

Business Science students Tetlanyo Lekalake and Thembeke Setlogile and computer science major Sizwe Ndlovu of the Faculty of Science came out tops. The students, called "The Brandiacs", created an innovative digital application aimed at helping the Absolut Vodka brand remain "the creative visionary among its competitors".

They will represent Pernod Ricard South Africa at the international finals in Paris in March this year, when they compete against the world's top marketing students for the lead prize - an internship in Europe at one of Pernod Ricard's holding companies.

Head of marketing in the Faculty of Commerce Dr Gert Human said: "I am especially proud of our students who managed to fend off very stiff competition from advertising schools particularly because our degree is not specifically aimed at training advertisers, but is rather a comprehensive business degree."

Dean of the Commerce Faculty Prof Don Ross expressed his congratulations to the team, and added that "thanks to these sharp students, perhaps when people think 'hip brand of vodka' they'll think 'UCT'. It's good to be associated not only with earnest and solemn things, but also fun things. Fun sells."

The next series of this competition will be rolled out nationally at the end of this year.

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