

Portfolio Night promo video by McCann

The online video titled 'Blood, Sweat and Tears' was produced for Portfolio Night 2014, which is a global initiative that seeks to address the challenges young creatives face when trying to break into the advertising industry.

[Original Article](#)

Portfolio Night, of which McCann Johannesburg has the exclusive local hosting rights, takes place in 24 cities globally with up to 1,800 students concurrently in each country's respective time zone.

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