

SA's Young Lions competition winners announced

Cinemark has announced the Young Lions competition winners that will represent SA at Cannes Lions this year.



Prince Zwane, Lynne Wylie and Kaylee Germann. Image supplied.

The Cannes Young Lions competition for 2018 is currently underway around the world. Here in South Africa, the Cannes Lions festival's local representative, Cinemark, announced its participation in this year's event, with its sponsorship of the Film category.



Cannes Young Lions: Call for entries

3 Apr 2018



They had just 48 hours to complete the task, from brief to concept shooting, editing and the final production of a 60 second commercial. But, for one creative team, those could just be the most important 48 hours in their exciting young advertising careers to date!

Once in a lifetime opportunity

Following a very close judging process of the shortlisted Top 20 entries last week, that lucky team is Prince Zwane and Kaylee Germann, from the Johannesburg-based agency, Publicis. Their winning commercial has just earned them an opportunity to attend the Cannes Lions International Festival of Creativity from 18 – 22 June 2018, in Cannes, France. During the festival, Prince and Kaylee will also compete in the global Cannes Young Lions competition in the Film category, which follows the same 48-hour format.

“We are proud of the outstanding work that these two young creatives have produced, this is a once in a lifetime opportunity that we are giving Prince and Kaylee to be able to compete globally and represent the South African creatives,” says Lynne Wylie, head of marketing: retention of Ster-Kinekor Theatres. “This is an amazing experience and we look forward to following their Cannes journey with them in France.”



#CannesLions2017: “An all-you-can-eat buffet of inspiration”

Leigh Andrews 6 Jul 2017



In addition to their trip of a lifetime, the winning team’s commercial will also be flighted in Ster-Kinekor cinemas and will be used by Ster-Kinekor’s Vision Mission (CSI flagship programme) to continue to drive eye care awareness.

Innovative thinking

The second-place was achieved by David Blakey-Milner and Daniel Edwards from Wunderman in Johannesburg, with the third position going to Tarryn Prior and Devaksha Vallabhjee From Ogilvy South Africa at the Cape Town office.

Judge, Molefi Thulo, creative director at Ogilvy South Africa commented on the Young Lions competition: “I was impressed by the innovative thinking. The future of advertising is in good hands.”

Maps Maponyane, TV presenter, actor and entrepreneur was also a judge and said, “I had an amazing experience as part of the judging panel, being able to experience a creative brief through of the eyes of SA’s young creative talent. Overall, the entries were impressive, but there were few that stood above the rest in all categories, simply executed and conceptually very strong.”

The gift of sight

Furthermore, in promoting the “gift of sight” as a new lease on life for any child. The finished product had to highlight the early years of any child’s life is the foundation of their development and plays a vital role in their success later in life. Ster-Kinekor Theatres, promotes the importance of child eye care through their Vision Mission programme.

The make-up of the final judging panel comprised professionals, experts in their field, and some exciting industry creatives: well-known television presenter, actor, fashion designer, speaker, model, creative consultant, voice over artist, philanthropist and business entrepreneur Maps Maponyane; Sibusiso (Sbu) Sithole, who is the co-founder and creative director at The Odd Number; Executive creative director of Blackriver FC, Bridget Johnson; creative director of Ogilvy South Africa Molefi Thulo; winner of this year's Saftas 12 Young Achiever Award, founder and CEO Ayanda Sithebe; chief creative officer of FCB Africa, Ahmed Tilly; representing Cinemark are chief of marketing and sales officer Motheo Matsau and Lynne Wylie, head of marketing.

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