

# Ready to roar with young SA pride!

Copywriter Carina Coetzee and art director Amri Botha of 99c advertising and communication agency were once again selected as the winning team in Cinemark's Young Lions competition held earlier this year. As a result, they've just flown out to Cannes to represent the country in a week of creative inspiration.



Copywriter Carina Coetzee and art director Amri Botha of 99c, winners of Cinemark's Young Lions competition, set to fly out to Cannes to represent the country in a week of creative inspiration.

Coetzee and Botha once again teamed up for the Cinemark Young Lions '48-hour challenge', which is just that - 48 hours in total from brief to concept shooting, editing and the final production of a 60-second commercial.



#CannesLions2019: It's not often you get a second chance

Juanita Pienaar 20 May 2019



They also won in 2017 and decided to team up again as this is the last year they are eligible to enter as a team, with both under the age of 30.

Their winning creative commercial puts an ad that addresses the very relevant issue of physical violence in schools in the spotlight:



Judges for this year's Cannes Young Lions SA announced

12 Apr 2019



As a result of their win, the duo will once again compete in the global Cannes Young Lions competition in the Film category this coming week, which follows the same 48-hour format as the Cinemark round.



#CannesLions2019: 99c's young female creative duo does it again!

25 Apr 2019



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

Leigh Andrews 6 Jul 2017



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We'll be holding thumbs for them, again!

*The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Visit our [Cannes Lions special section](#) for the latest updates!*

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