

Winners of Cinemark Young Lions Competition capture 'Say no to Xenophobia'

The winners of the Cinemark Young Lions Competition for 2015 are Hanro Havenga and Saf Sandhi from Network BBDO, who will represent the country at the international festival as part of their prize. Second place went to Bianca Kotzen and Tamsin Manby from Havas with Dylan Rohleder and Mpumelelo Ngweu from J. Walter Thompson Cape Town taking third place.



This year's competitors had only 48 hours to prepare a commercial no longer than 30 seconds that spoke to the heart of all South Africans, Africans and global humanitarians, 'Say no to Xenophobia'. Considering the emotive topic and the turn-around time, this year's Young Lions rose to the occasion.

"The Cannes Young Lions competition delivers great creative results, when considering the 48 hour turn-around time," comments Jury President and Executive Creative Director of Boomtown, Andrew Mackenzie. "Not only do the young creatives have to conceptualise dynamic solutions to the brief, but they also have to prepare a commercial that delivers the solution in the best possible way. I don't think many of them had much sleep over the two days before the deadline.

"A big consideration when evaluating the entries is the fact that the winners will represent South Africa in Cannes. We need a team that can compete with the best young creative talent from around the world. The entries that stood out were those that delivered on an insight, a human truth that will make the audience sit up and take notice when they engage with the idea. These ideas really demonstrated not only an understanding of the problem around xenophobia but also an understanding of the target market."

The prize also includes the screening of the winning advert across Ster-Kinekor cinemas, return flights to Nice, France, a full week's Young Lion Registration, accommodation for the team and an entry to into the International Cannes Young Lions Competition.

To see this year's submissions, go to www.youtube.com/user/CinemarkSA.

For more, visit: <https://www.bizcommunity.com>