

Jacquie Mullany, 'the creative boom is going to be spectacular'



By [Evan-Lee Courie](#)

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Jacquie Mullany is the creative director at HelloFCB+ and has judged various awards shows over the years. This year she is part of the judging panel in the Digital category at this years [Loerie Awards](#). We find out from her what the experience has been like.



Jacquie Mullany, creative director at HelloFCB+

■ ***How do you feel about judging at this year's Loeries?***

It's always an honour to be chosen – especially with such talent in the industry! I love to be able to discuss work with creative leaders who I admire so much and get such different perspectives on the work being entered.

■ ***Tell us more about yourself and why you believe you were selected – your judging experience and so on.***

I have a varied creative background – art director then switched to copywriting. I also have ATL experience, as well as digital and I'd like to think that gives me the skills to look at entries with many lenses. I have had the privilege of judging many local award shows, as well as international over my career, like the Gerety Awards and the One Show.

■ ***When you heard about being selected as a judge, how did you celebrate the news?***

I called my mom immediately and of course, plastered it all over my social channels!

■ **What does this mean to you, personally?**

Being recognized as a creative leader, and being trusted to award the best work in our industry is always a feather in the cap. I don't take it lightly; I really am proud to be seen.

■ **Which category will you be judging?**

I'll be judging the Digital category.

■ **What do you expect to experience as a judge?**

I expect to see work I wish I had made, work that I will personally use to up my own game. I also enjoy having healthy discussions on why work is great and being enlightened on varied viewpoints.



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■ **What specific criteria will you be looking for when judging?**

Above innovation, I will be looking for work that is true to the category. Work that doesn't just "plonk" something onto a channel, or a simple ad that has no real effect, I'll be looking to award work that uses what we have, to make beautiful ideas outstanding, make them work for clients, and make a difference.

■ **You have some major experience in the creative industry. Could you comment on the impact of Covid-19 on the industry?**

I'm still reeling from the impact. The impact that Covid had not only on our business and client's business but how we work together as an agency – as teams. We've had to up our game when it comes to what we do – solve business problems while solving our own internal problems.

“Creatives are exhausted; it's taken a lot from us to not only keep going but excel.”

But after hard times, there is always a boom... And that boom is going to be spectacular!

■ **Share a few of your favourite Loeries-related moments over the years – either from attending personally or agency winning work-related.**

Tall Ships!! It's a bar that judges would go to after judging. A bar that opened 24 hours hosting drunken Loeries attendees, bar counters that held up many Loeries trophies in the early hours. It's at that bar that I have made many friendships over the years. I'm sure my name is still left there under some chair! :D

■ **Any predictions of trends that are likely to stand out at Loeries 2021?**

Real business problems are being solved creatively, with tight insights. Work that is not only a great idea but works hard for our clients too.

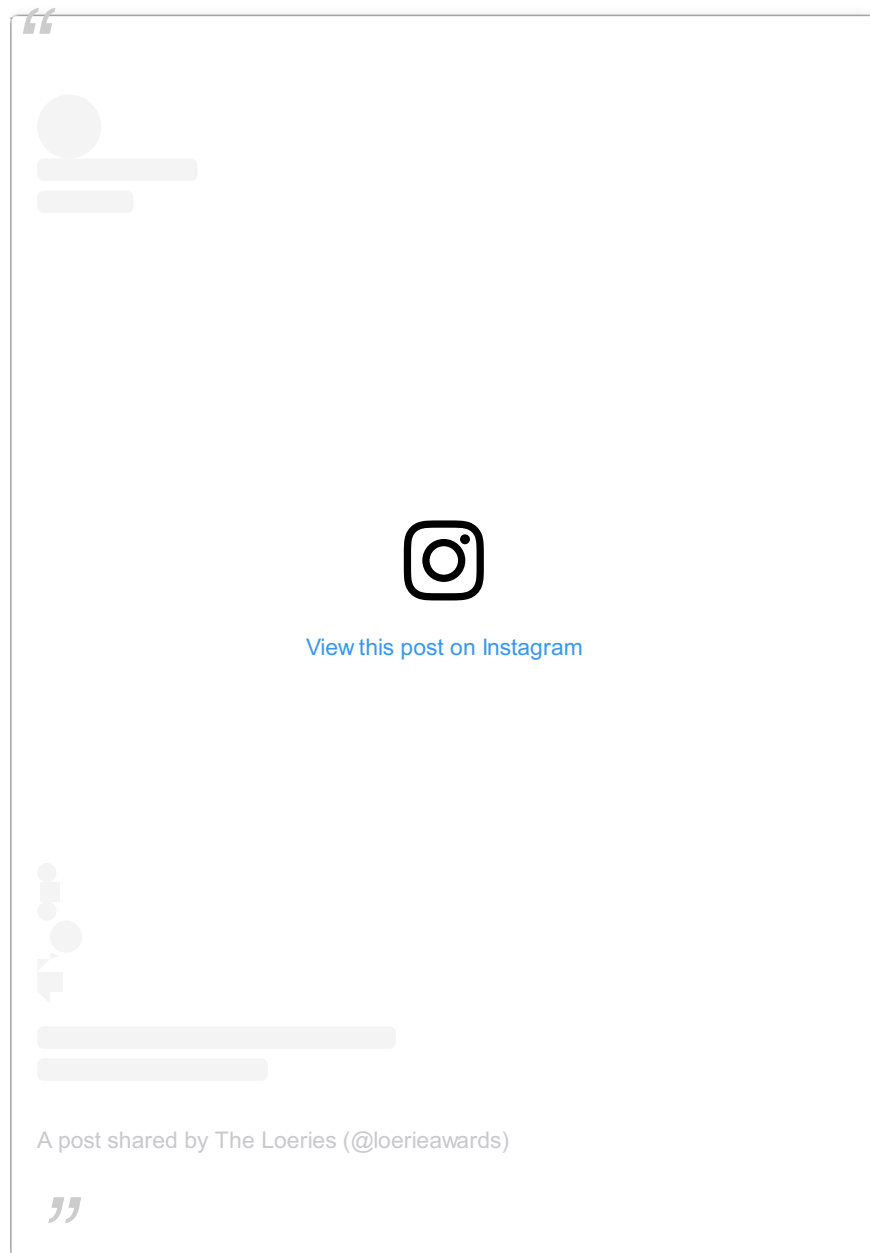
■ **What do you believe SA creatives bring to the Loeries judging mix?**

Our humour! And our ability to be scrappy. We can make anything work – we're like MacGyvers when it comes to pulling ideas together, with just a paper clip and a dream.

▣ **Lastly, what are you most looking forward to from Loeries 2021?**

Getting together again – safely – even though on a smaller scale. The real-life Loeries events have been missed.

▣ **What does #FightTheGoodFight mean to you?**



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