

Three SA creatives chosen to serve on 2019 Dubai Lynx jury

Three South African creatives have been selected to serve on the jury for international advertising awards competition Dubai Lynx 2019 happening from 10-13 March.



Mandi Fine, CEO of FINE, Camilla Clerke is the creative director at digital agency Hellocomputer and Bronwen Rautenbach, founder and creative partner at Sunshinegun.

Global creative hub

Bronwen Rautenbach will judge the design category at Dubai Lynx 2019, Mandi Fine will be a member of the healthcare jury and Camilla Clerke will be judging the brand experience and activation, outdoor, mobile and digital category at the awards.

As South Africa's official representatives at the prestigious Cannes Lions International Festival of Creativity, Cinemark was given the opportunity to nominate judges to the Dubai Lynx jury.

"South Africa is highly respected as a global creative hub," said Cinemark representative on behalf of Ster-Kinekor Lynne Wylie, head of marketing. "Because of this, Cinemark was asked to nominate judges for the Dubai Lynx awards. This was a challenge, because of the high standards of our industry, but the work Bronwen and Mandi have done sets them apart and we're proud to have them represent us."

Representing SA

Rautenbach is the founder and creative partner at Sunshinegun, a Johannesburg and London-based agency. She has won numerous local and international awards, judged at several design awards shows, and plays an active role in growing the South African design industry, lecturing, mentoring and running workshops.



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CEO of F/NE, a strategic marketing communications consultancy active in the healthcare space, Fine is widely recognised as a thought leader and expert in healthcare communication in South Africa and the world at large. She consults to many industries and helps add value to many of the world's biggest brands and corporations.



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Clerke is the creative director at digital agency Hellocomputer and is the brains behind many of the innovative creative solutions the agency dreams up and executes for their brand clients. She has been pushing the boundaries of everything that's possible (and sometimes impossible) in digital and storytelling.



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"It will be an honour to represent South Africa at the Dubai Lynx awards," said Rautenbach.

"It's an acknowledgement of the quality work that our industry delivers and a great chance to recognise world-class work by fellow designers."

Mandi Fine said she was looking forward to assessing the creative ways that nominees had used to differentiate their clients' brands. *"Healthcare has unique challenges around product and regulations, so the brand solutions must also be uniquely*

creative. I can't wait to see the entries and the compelling brand stories that creatives are sharing."

Clerke said that she felt honoured to be judging on the brand experience and activation, outdoor, mobile and digital jury.

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Looking forward to gaining insight and being inspired by some great behaviour change work that'll set the tone for 2019.

Dubai Lynx awards

The Dubai Lynx awards honour outstanding work by ad agencies in the Middle East and Africa and were launched by the International Advertising Festival, organiser of the Cannes Lions and Eurobest awards.

The three judges will fly out to Dubai, UAE, for the awards, where judging will take place in the days leading up to a glittering awards ceremony and dinner on 13 March 2019.

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