

# Paige Nick on judging in the Film Craft category



By [Evan-Lee Courie](#)

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Paige Nick, cofounder and senior copywriter at Nick & Barry, shares her experience on judging in the Film Craft category at [Loeries 2021](#).



Paige Nick, cofounder and senior copywriter at Nick & Barry

## ■ Which category will you be judging?

I'm judging the Film Craft category, Whooohooooooooo!

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

It's always been an honour to be invited, and as a freelancer, it's an even bigger honour.

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

I've been an award-winning copywriter in advertising for almost 30 years, which is the equivalent of a billion years in advertising. So I guess experience plays a part here. Plus, it's useful to have judges who might remember stuff that's won historically, so we can make sure we're awarding the most original work.



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

Too many deadlines, who has time to celebrate?

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

It means I get to see what work is happening out there, meet other senior creatives who are invited to judge, and keep my finger on what's happening in the industry for another year.

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

It's a great opportunity to see the bulk of work that's been made over the last year or so. Media is no longer as simple as TV, cinema, radio and outdoor anymore.

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

Originality. With the current shape of clients, brands, and the world in general, it's hard to find work that really treads a different or new path, everyone is referencing or copying something else great that's already been made.

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

The biggest observation in terms of how we work, is the way remote working has loosened shoulders, opened borders and changed structures. Of course, it has had an impact on agency culture, and on training, but one of the upsides has been that at Nick & Barry, we've been working remotely and smartly since 2013, and it's nice to have the rest of the world really start to join in, understand it better and see how possible and beneficial it can be.

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

My first few Loeries in Sun City in the 90s were some of the best nights of my life. But what happens in Sun City stays in Sun City!

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

Yes, I'm hoping this year sees the end of the montage. Please, for the love of all that's good, let it see the end of the montage!

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

The world can be jealous of South Africa's cultural diversity. It's magnificent.

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

I love meeting the other judges. Or seeing old friends again. We don't have very many opportunities to rub shoulders anymore these days, IRL or virtually. Spending time with other creatives is one of the funniest things you can do with your clothes on. Or off.

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

To me, fighting the good fight is being part of an all-female creative team, in a male-dominated industry.

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