

## 7 SA creatives selected to judge Cannes Lions 2019

Seven South African creatives have been selected as judges for this year's Cannes Lions...

The Awards recognise excellence in specialist creative fields and form part of the annual Cannes Lions Festival of Creativity, a five-day event that sets global benchmarks in the marketing and brand communications arena.

Being chosen to judge the best work on the planet is an acknowledgement of a creative's own standing in their industry. It's also a serious feather in the cap of the professional concerned, as well as their agency and the South African creative sector at large.



Ryan McManus, Neo Mashigo, Fran Luckin, Nikki Taylor, Claudi Potter, Michael Zylstra and Tseliso Rangaka.

Ster-Kinekor Sales, the official Cannes Lions representative in South Africa, has announced the list of the South African creatives to receive the honour this year. Chosen to judge this year's Cannes Lions from 17-21 June in Cannes, France, with the categories they will be judging, are:

- Tseliso Rangaka, ECD of Ogilvy Cape Town – Radio & Audio
- Neo Mashigo, COO M&C Saatchi Group – Print and Publishing
- Ryan McManus, CCO, VML – Entertainment
- Michael Zylstra, chief strategy officer, Dentsu Aegis Network – Media
- Nikki Taylor-Garrett, CD at TBWA\Hunt\Lascaris – Brand Experience & Activations
- Fran Luckin – CCO at Grey Advertising – Film
- Claudi Potter, CD at Joe Public – Direct Marketing

Ster-Kinekor's head of marketing Lynne Wylie said these South African creatives had long been acknowledged as leaders in their field and would do the country proud during the judging process.

“Our seven judges are opinion leaders in the industry and they are perfectly equipped to determine which work has set global trends over the past year. We are proud to have them representing us.

“Having a chance to judge the cream of the crop in creativity is a great honour,” she added. “These are seasoned professionals and they richly deserve this recognition. Being exposed to all that magnificent work will no doubt inspire them to contribute even more to the growth of our local industry.”

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