

SA judges' predictions!

 By [Leigh Andrews](#)

14 Jun 2019

With the Cannes Lions Festival of Creativity for 2019 kicking off next week, and winners announced at nightly awards from 17 to 21 June, we caught up with six of this year's 7 SA judges for their predictions of the work that will roar as winners...



SA's Cannes Lions jury predictions...

This year's SA judging contingent for Cannes Lions, includes:

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



7 SA creatives selected to judge Cannes Lions 2019

9 May 2019



Here Luckin, Zylstra, Taylor-Garrett, Mashigo, Potter and McManus share their predictions for the global and local work that will stand out at this year's Cannes Lions Festival of Creativity...

Fran Luckin

My global Cannes Lions contenders:

The *New York Times*: “**The Truth is Worth it**”

Reclame Aqui: “**People’s Miles**”

Gillette: “**We Believe**”

The *New York Times*: “**Fake News Stand**”

Johnson & Johnson: “**5B**”

My local Cannes Lions contenders:

Mercedes Benz: “**Return to Chapman’s Peak**”

City Lodge: "**The Real Cost of Being Zulu**" (Vernac Radio)

Philips: “**Shave to Remember**”



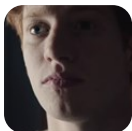
#CannesLions2019: "Frankness and a fresh perspective" - judging insights with Fran Luckin
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Michael Zylstra

Globally, I am sure that **Nike** will clean up in multiple categories.

Gillette work will also dominate.



Gillette's 'We Believe' ad receives mixed feedback
15 Jan 2019



Locally I hope **Mercedes**, **Nando's** and the **KFC World Cup campaign** medal.



#CannesLions2019: "The idea-amplifying town square of creativity, marketing, and media" - Michael Zylstra

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Nikki Taylor-Garrett

As always, a trend at Cannes is cause-related work that tackles subjects that are breaking the internet. Brands are talking to people through their actions, like Nike '**Dream Crazy**'.

Gone are the days of just telling people what you stand for, you need to contribute and prove it.



#CannesLions2019: "Cause-related work tackling internet-breaking subjects" - Nikki Taylor-Garrett

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Neo Mashigo

My top seven local picks:

1. City Lodge: '**The Real Cost of Being Zulu**' (Vernac Radio)

2. Philips: **Shave To Remember**

3. Chicken Licken: '**Sbu 2.0**'

4. Nando's: **'You People'**

5. Doom: **'You should have used fast, deadly Doom'**

6. Chicken Licken: **'Far-Fetched'**

7. KFC: **'Make a meal of it'**



#CannesLions2019: "Purpose-driven work led by conscious consumerism" - Neo Mashigo

Leigh Andrews 13 Jun 2019



No specifics. I'm rooting for ideas that are completely original and surprising and make me feel or think about it, long after I saw it for the first time.

Work with an "I wish I did that" factor.



#CannesLions2019: "Reinvent the medium to make the message a winner" - Claudi Potter

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Ryan McManus

In terms of work that stands out there is lots, but there are a few that I can see doing very well.

The **Whopper Detour** is a fantastic piece that really changes the formats of branding, promos and consumer engagement. It's just great when a brand plays with culture and their customers to create experiences that are just great stories for all involved.

I think the **Skittles Musical** is also an interesting format change and experiment, but we will see if people actually like the work.

I'm pretty sure **'Dream Crazy'** by Nike will be well rewarded as a brand that has a point of view, not just a purpose.



#FairnessFirst: Nike 'dreams crazier' with Caster and Serena

Leigh Andrews 4 Mar 2019



In terms of gender equality, there are two great pieces from VMLY&R that I think should do really well.

The **'Miss America 2.0'** piece from our New York office is a fantastic initiative that really redefines what Miss America should stand for in this time.

“ It's no small task to redefine a brand like Miss America for the modern age. No more swimsuits. No more judging on appearance. Proud of the Miss America and Y&R teams changing culture tonight. [#MissAmerica2019](#) [pic.twitter.com/8QbctwTirX](#)— David Sable (@DavidSable) [September 9, 2018](#) ”

Our Polish VMLY&R office also produced a fantastic piece – they took over the longest running Polish porn magazine and shut it down, before publishing its last ever issue, which was all about equality and gender issues.



#CannesLions2019: "A holiday for ideas" - judging insights with Ryan McManus

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An interesting mix, with some clear favourites. Holding thumbs for all the SA entries!

The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Roving reporter Ann Nurock will be sharing the latest news as it happens, live on the ground in Cannes, so visit our [Cannes Lions special section](#) for the latest updates!

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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