

# Accuracy of SA judges' predictions, revealed!

By  Leigh Andrews

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Before the Cannes Lions Festival of Creativity for 2019 kicked off last week, I caught up with six of this year's 7 SA judges for their predictions of the creative work that would roar as winners. Let's see who best saw into the future.



This year's SA Cannes Lions' judges...

This year's SA judging contingent for Cannes Lions included:

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



#CannesLions2019: SA judges' predictions!

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All but Rangaka sent through their thoughts on the work that would shine, ahead of the official judging sessions. Here's how they fared...

## Global work our SA judges predicted to do well, and did

**Nike: Dream Crazy - Michael Zylstra, Nikki Taylor-Garrett, Ryan McManus**

This work is by Wieden + Kennedy Portland, with Park Pictures Santa Monica on production, as well as Publicis Sapient Seattle, Joint Editorial Portland, A52 Santa Monica, Company 3 Los Angeles, Walker Los Angeles and Lime Studios Santa Monica.



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

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Nike 'Dream Crazy: Colin Kaepernick', an extension to the 'Just Do It' campaign featuring high-profile athlete Kaepernick, and won the *first-ever Entertainment Lions for Sport Grand Prix*, the *Outdoor Lions Grand Prix* as well as two *Gold Social & Influencer Lions*, a *Gold Entertainment Lions for Sport*, *Gold Film Craft Lion*, *Bronze Creative Strategy Lion*, and a *Bronze campaign Outdoor Lions campaign*:

The 'Dream Crazier' campaign, featuring Serena Williams, Ibtihaj Muhammad, Chloe Kim, Simone Manuel and Simone Biles also won a *Gold Social & Influencer Lions*, *Silver Outdoor Lions campaign* and *Bronze Entertainment Lions for Sport*.

Wieden+Kennedy Amsterdam's Just Do It: Caster Semenya' for Nike South Africa, with production by Glassworks Amsterdam, Park Pictures London, Trim London and Wave Studios London was also awarded a *Bronze Glass Lion for Change*:

Taylor-Garrett said, "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."

McManus added:

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.

### **Burger King "Whopper Detour" - Ryan McManus**

This work is by FCB New York; with production by O Positive, New York; MackCut, New York; Human, New York; Chemistry Creative, New York; and Zombie Studio, São Paulo; with media by Horizon Media, New York; PR by Alison Brod Marketing + Communications, New York; and additional work by HoneyMix, New York.

It won the *Direct Lions Grand Prix*, the *Mobile Lions Grand Prix*, the *Titanium Grand Prix*, two *Gold Direct Lions*, two *Gold Media Lions*, a *Gold Mobile Lion*, a *Silver Direct Lion*, a *Silver Creative e-Commerce Lion*, a *Silver Brand Experience & Activation Lion*, a *Bronze Brand Experience & Activation Lion*:

McManus explained, “This 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.”

### ***The New York Times*: “The Truth is Worth it” - Fran Luckin**

This work for *The New York Times* journalism's Resolve (Myanmar), Rigor (Taxes), Courage (Mexican Spyware), Perseverance (Immigration) and Fearlessness (Isis) campaign, by Final Cut and Droga5 New York, with production work by Furlined, Santa Monica and Significant Others New York went on to win the *Film Grand Prix* and *Film Craft Grand Prix*.



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

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The work aims to show that original, independent journalism requires resources, time and commitment and that subscribing to *The NY Times* is crucial in that effort:



### ***Gazeta Poland's* The Last Issue - Ryan McManus**

This work is by VMLY&R Poland, with production by Papaya Films, Warsaw, media by Wavemaker, Warsaw and PR by Fundacja Sukcesu Pisanego Szminka, Warsaw for *Gazeta Poland* news portal, Mastercard and BNP Paribas' 'The Last Ever Issue':

It won the *Cannes Lions Glass: The Lion for Change Grand Prix*.

McManus explains: "Our Polish VMLY&R office 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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### **Reclame Aqui: "Miles for the People" - Fran Luckin**

This work by Grey Brazil won *Bronze Lions for Direct, PR and Social & Influencer on the Reach* rack:

**Gillette: “We Believe: The Best Men Can Be” - Fran Luckin; Michael Zylstra**



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

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This work by Grey London and New York won a *Silver Social & Influencer Lion on the Reach* rack:

***The New York Times*: “Fake News Stand” - Fran Luckin**

This work by TBWA\Chiat\Day for the Columbia Journalism Review won *Gold, Silver and Bronze Outdoor Lions*; as well as a *Silver Print & Publishing Lion, Silver Brand Experience & Activations Lion* and a *Silver Industry Craft Lion*:

### **Johnson & Johnson: “5B” - Fran Luckin**

This work by UM Studios New York, with production by HWY 61 Films, Los Angeles and Saville, Los Angeles with media by J3 New York and PR by Rogers & Cowan, Los Angeles, won the *Entertainment Lions Grand Prix*, as well as a *Gold Film Craft Lion*, *Silver Film Craft Lion* and a *Silver Health & Wellness Lion*.

It's a feature film showing how powerful nurses are:

### **Skittles Musical: Broadway The Rainbow - Ryan McManus**

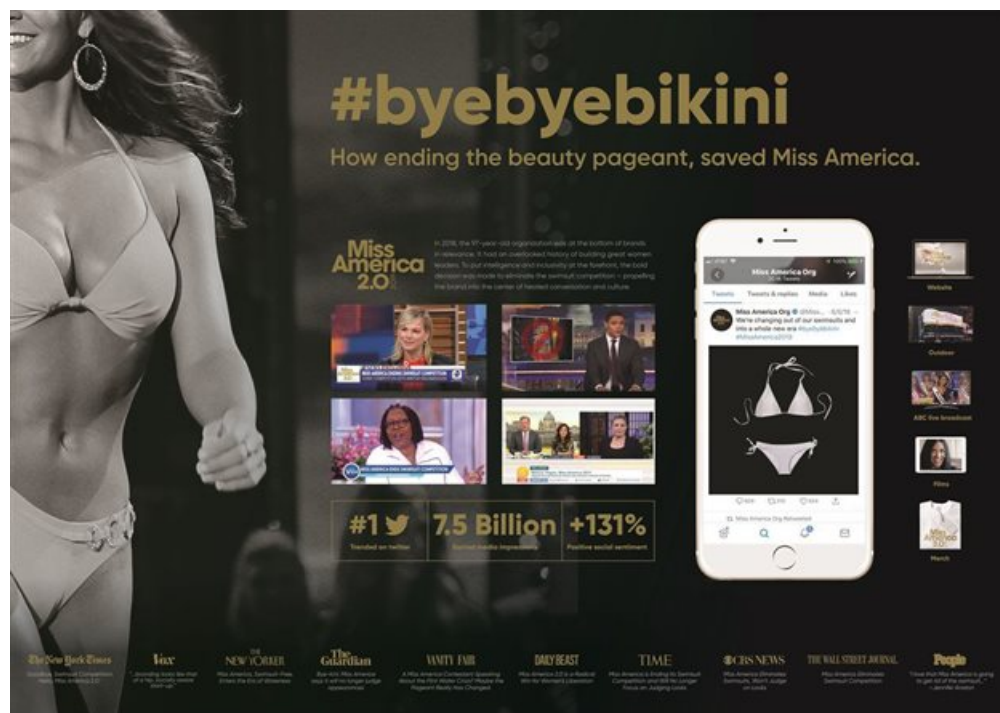
This work by DDB Chicago picked up two *Gold Outdoor Lions*, two *Gold Radio Lions*, two *Silver Entertainment Lions*, a *Silver Brand Experience & Activations Lion*, a *Silver Radio Lion*, a *Silver Outdoor Lion*, two *Bronze Radio Lions* and a *Bronze Brand Experience & Activations Lion*:



McManus called it an interesting format change and experiment, but said will see if people actually like the work – clearly, they do!

### Miss America Organisation: 'Miss America 2.0' - Ryan McManus

This rebranding work by VMLY&R and Y&R New York picked up a *Bronze PR Lion*:



'Miss America 2.0', for the Miss USA Organization.

McManus said, “This piece from our New York office is a fantastic initiative that really redefines what Miss America should stand for, in this time of working toward better gender equality.”

## Local work our SA judges predicted to do well, and did

### Mercedes Benz: “Return to Chapman’s Peak” - Fran Luckin; Michael Zylstra

This work by Net#work BBDO South Africa, with production by 7Films Cape Town, Audio Militia Johannesburg, Flare BBDO Johannesburg and Upstairs Ludus Johannesburg; media by OMD Johannesburg; PR by ByDesign Communications Johannesburg won a *Bronze Entertainment Lion* ('Non-fiction Film: 5-30 minutes'):

## City Lodge: "The Real Cost..." (Vernac Radio) - Fran Luckin; Neo Mashigo

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

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This six-part campaign work 'Night Weeping', 'Pleasure Cave', 'Lumpy Futon', 'Makoti', 'Umsebenzi' and 'Nsizwa' by TBWA\Hunt\Lascaris Johannesburg, with production work by Produce Sound for City Lodge Town Lodge won a *Gold campaign Radio Lion for Script*; as well as a *Silver campaign Radio Lion for Travel*; and a *Bronze campaign Radio Lion for Social Behaviour & Cultural Insights*:

## Doom: 'You should have used fast, deadly Doom' - Neo Mashigo

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## #CannesLions2019: Neo Mashigo on solving real world problems

24 Jun 2019



This work by Ogilvy Johannesburg, with production work by Produce Sound Radio Lion picked up a *Bronze campaign Lion* in the 'Other FMCG' category for Tiger Brands' Doom: 'You Should Have Used Fast, Deadly Doom: 'Revenge of the Cockroach' and 'Revenge of the Mozzie':

Claudi Potter didn't list any specific work but instead rooted for ideas that are completely original and surprising and make her feel or think about it, long after she 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" - Claudie Potter

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Seems our SA Cannes Lions jurors were definitely on the right track! See all the SA winners and Grand Prix winners below...



## #CannesLions2019: All the SA winners!

21 Jun 2019



## #CannesLions2019: All the Grand Prix winners!

21 Jun 2019



The Cannes Lions Festival of Creativity ran 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](#) shared the latest news as it happened, live on the ground in Cannes, who will showcase the biggest Cannes Lions 2019 trends and award-winning work at Ster-Kinekor Sales and Creative Circle SA's Full Circle event, with SA's creative judges. The event is set for Johannesburg on 17 and 18 July and in Cape Town on 19 July. [Book your tickets here](#) and visit our [Cannes Lions special section](#) for the latest updates!

ABOUT LEIGH ANDREWS

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