

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

 By Leigh Andrews

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The Cannes Lions Festival of Creativity for 2019 kicks off next week, with winners announced at nightly awards from 17 to 21 June. We caught up with this year's SA contingent of judges for a preview of what to expect. Next up, Nikki Taylor-Garrett.



Nikki Taylor-Garrett, creative director at TBWA\Hunt\Lascaris, serving on this year's Cannes Lions Brand Experience & Activations jury.

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She's worked in the industry for the past decade and enjoys creative disruptive work that reflects unconventional solutions, telling truthful stories through beautifully crafted creative.

“ *She loves the idea that a clever insight can help a tiny client compete with giants.* ”

Here, Taylor-Garrett shares what she's most looking forward to from this year's Festival of Creativity, sharing a few of her Cannes Lions-related highlights over the years and what SA judges bring to the global creative mix...

■ **Have you judged international award shows like Cannes before? What does that add to your judging ability?**

This is my first time. It's definitely challenged me to be more discerning about what I think is great and worthy of an award!

- **Excellent. Share a few of your favourite Cannes Lions-related moments over the years – either from attending personally, or agency winning work-related.**

Cannes always reminds me of optimistic anticipation, paper cuts, extended final second deadline extensions and the occasional win that makes it all worthwhile.



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- **What do this year's 7 SA creatives bring to the global Cannes Lions judging mix?**

South African judges bring a really unique perspective. Never having big budgets to hide behind, we are quite discerning about there being a great idea at the heart of an execution.

- **Give us a glimpse of the specific criteria you'll be looking for in judging this year's entries.**

I found that the best pieces in the category showed a clear link to the brand's values and strategy. Simple thinking that resonated with people and had real results. Work that didn't hide behind new tech, influencers, famous brands or big budgets.

- **With other international award shows [D&AD](#) and the [One Show](#) having wrapped up for the year, any predictions of creative trends that are likely to stand out at Cannes Lions 2019?**

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.



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

- **What are you most looking forward to from the Cannes Lions Festival of Creativity 2019?**

I'm looking forward to drinking the Kool-Aid!

While main judging only takes place in Cannes next week, watch for the SA judges' specific predictions of the work that will win, later this week!

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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