

#CannesLions2019: Neo Mashigo on solving real world problems

Our roving reporter Ann Nurock chats to Neo Mashigo, CCO at M&C Saatchi, CCO on his experience in Cannes, judging the print category and winning the Standard Bank account last week.

“ Winning the Standard Bank account, for me, was like winning this year's Grand Prix. ”

Speaking about his experience at Cannes this year, he says it seems people are becoming more concerned about where the world is at and where it's going. "Brands and just creatives overall are working at solving real world problems. I think that's the biggest shift that has happened."

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