

Three South Africans chosen to judge at Cannes

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Cannes Lions 2004, the 51st Cannes International Advertising Awards is around the corner and three of South Africa's notable industry players are preparing to participate on various judging panels.

Each year, CineMARK, as the local representatives of the Cannes Advertising Festival, has the opportunity to nominate a number of South African judges. This year, three CineMARK nominations have been accepted. Judging along with their peers from all over the globe will be Mark Fisher, Rajesh Ranchod and Paul Wilkins.

Each South African Judge has been nominated to adjudicate on a select jury. Film Jury: Mark Fisher, Group Creative Director, Ogilvy & Mather, South Africa (to judge from Cannes); Lions Direct at Home Jury: Rajesh Ranchod, Creative Director – Saatchi & Saatchi (to judge direct from South Africa); Media Lions Jury: Paul Wilkins, CEO Mediacompete (to judge from Cannes).

Local experts are being asked more and more to judge the prestigious Cannes Awards, leaving no doubt that South African talent commands respect all over the world.

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