

Cannes grows Joe's young talent

Issued by [Joe Public](#)

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Joe Public has it in the Cannes again as the company swoops up first and third place in this year's Young Lions competition. The brief challenged young creatives to produce a 60-second cinema commercial in 48 hours that would get South Africans from all walks of life, but particularly the youth, to the voting polls as well as support the Independent Electoral Commission's election campaign, "I VOTE SA (IXSA)".

Graphic Designer Sonia Dearling and Art Director Marina Andreoli were thrilled to find out they had been awarded first place for their 60-second cinema commercial titled, "Don't live with someone else's choices". "Great, grateful, blessed," is how the young team described winning. Their quirky, fresh idea does more than just get people talking about voting, it demonstrates the consequences of not voting.

"We are so proud of our team, they produced a piece of communication that will get people thinking and actually move them to vote. It's work that really works for a greater country," said Adam Weber, executive creative director Joe Public.

Art Director Monique Kaplan and Copywriter Amy Auret came third in the competition with their commercial entitled "Voting changes everything." This is a second Cannes accolade for the team, after their recent Cannes Chimera selection, currently taking place in Seattle.



Sonia Dearling and Marina Andreoli

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