

# Nigel Matthews is inspired by the next generation of creatives

By  [Evan-Lee Courie](#)

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As his two of his favourite categories, Young Creatives and Film, Nigel Matthews, executive creative director at draffline JNB, shares his experience of being on the judging panel at [Loeries 2021](#).



Nigel Matthews, executive creative director at draffline JNB

## ■ *How do you feel about judging at this year's Loeries?*

It is of course a privilege getting to judge the best work from across Africa and the Middle East. Equal parts exciting and anxious as you know the amount of effort that goes into the work.

## ■ *Tell us more about yourself and why you believe you were selected – your judging experience and so on.*

Well, I've been judging ads since I was about four years old, so I think experience is probably the main thing when it comes to selection criteria. That and a history of winning.

“ I've always been fascinated by ideas that solve business problems but also elicit the right action or reaction from people. ”

## ■ *When you heard about being selected as a judge, how did you celebrate the news?*

I think I high-fived my kids first then checked if they sent it to the right “Nigel”.

🔴 ***What does this mean to you, personally?***

It's another “pat on the back” that I'm doing the right things.

🔴 ***Which category will you be judging?***

Young Creatives and Film, two of my favourite categories.

🔴 ***What do you expect to experience as a judge?***

It is always exciting and inspiring to see work from the next generation of creatives and creators. I'm expecting great ideas and even greater storytelling especially through the medium of film.

🔴 ***What specific criteria will you be looking for when judging?***

Work that is insightful and innovative, conceptually strong and executed to perfection.

🔴 ***You have some major experience in the creative industry. Could you comment on the impact of Covid-19 on the industry?***

The pandemic has of course changed how we live and work, and how we interact with each other and our clients. At first, it was extremely hard but being an industry that thrives on ingenuity and finding solutions; I feel we've learned to cope with it as best as we possibly could.



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🔴 ***Share a few of your favourite Loeries-related moments over the years – either from attending personally or agency winning work-related.***

I remember being at my first Loeries many years ago and seeing friends going up on stage, saying that will be me one day.

🔴 ***Any predictions of trends that are likely to stand out at Loeries 2021?***

Cyril Ramaphosa making appearances in case study videos and novel thinking around consumers being stuck at home due to Covid.

🔴 ***What do you believe SA creatives bring to the Loeries judging mix?***

As a country, we're blessed with our diversity and the varying opinions that come with that. We're able to see things through a myriad of lenses and not just from our own personal views which of course leads to rigorous and robust debates.

🔴 ***What does #FightTheGoodFight mean to you?***

Creating work that moves the people, the bottom line and makes other brands wish they were braver with how they approach their marketing..

🔴 ***Lastly, what are you most looking forward to from Loeries 2021?***

Seeing the joy in the faces of the winners after all the hard work, effort and craft they've put in.

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