

# "Creatives can solve business problems and life issues" - Molefi Thulo

By [Leigh Andrews](#)

15 Jun 2018

The 2018 Cannes Lions Cannes Lions International Festival of Creativity sees seven SA jurors representing across the various categories of creative work. We boost the excitement with insights from Molefi Thulo, creative director at Ogilvy Johannesburg, currently in transit to Cannes to take on his role this year as Cannes Lions radio and audio awarding juror.



Molefi Thulo, creative director at Ogilvy Johannesburg and Cannes Lions 2018 radio and audio awarding juror. Image © – [Siphiwe Nkosi on Twitter](#)

The 65th edition of the Cannes Lions International Festival of Creativity kicks off from 18 to 22 June with a more streamlined Festival schedule and simplified award structure.



Cannes Lions 2018 festival programme released

17 Apr 2018



Cannes Lions launches revamped 2018 Festival of Creativity!

14 Nov 2017



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Thulo is no stranger to awarding creativity, having proven himself as a judge on the global advertising circuit and received numerous international awards for his own work.

“ Molefi Thulo is a creative genius! Probably the most awarded black creative! THIS GUY HAS WON 3 CANNES GRAND PRIX's in 4 YEARS!!! 🎉🎉🎉🎉🎉 When will I ever?! 🎉🎉🎉🎉🎉 I've always wanted to work with him, and it will happen! Thank you 🎉🎉🎉🎉 [pic.twitter.com/riSZ0QWS97](https://pic.twitter.com/riSZ0QWS97)— The Glitch (@TipiDang) [November 8, 2017](#) ”

“ Meet the creative team behind the [@KFCSA](#) Grand Prix: Molefi Thulo, David Krueger, Tammy Ratter 🎉🎉[#cannes2017](#) [pic.twitter.com/ta5NSahhCY](https://pic.twitter.com/ta5NSahhCY)— Ogilvy Johannesburg (@OgilvyJoburg) [June 23, 2017](#) ”

Fittingly, he was also a judge for this year's Cinemark Young Lions competition, which awarded the winning team from Publicis with the opportunity to compete against some of the best young creative minds at Cannes Young Lions next week.



### SA's Young Lions competition winners announced

7 May 2018



Of the overall Young Lions' judging experience, Thulo said:

“ I was impressed by the innovative thinking. The future of advertising is in good hands. ”

Now, with the Cannes Lions Festival of Creativity 2018 just around the corner, Thulo is all set to judge the film and audio awarding category.

Here, he shares his views on what SA creatives bring to the global Cannes Lions judging mix, as well as his favourite Cannes Lions-related moments...



### Seven SA judges at Cannes Lions 2018

10 May 2018



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🎪 **Where were you when you found out you'd be one of this year's Cannes Lions jurors, and what was your reaction to the news?**

I was at home, and it was in the wee hours of the morning when I found out about the judging. I couldn't get back to sleep

after that due to the excitement!

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

By far my best moment was when our team was going up on stage at Cannes and suddenly, David Krueger turned around, ran up to the MC and gave him a big hug.



**Ogilvy continues remarkable Cannes winning streak**

Ogilvy South Africa 28 Jun 2017



That moment brought down all the walls and connected us to this Festival emotionally!

■ **What do SA creatives bring to the global Cannes Lions judging mix?**

Besides a fresh perspective and insights, I think as South Africans we are free spirited and curious. We also have an appreciation for crafting.

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

Firstly, great ideas that are beautifully crafted. Secondly, since I'm judging radio and audio, I'll be looking for interesting "places" that people have taken sound.

■ **With other international award shows [D&AD](#) and the [One Show](#) having just wrapped up for the year, any predictions of trends that are likely to stand out at Cannes Lions 2018?**

Well everyone is talking about ASMR at the moment, but let's see...

■ **Lastly, what are you most looking forward to from Cannes Lions 2018?**

Every time I go to Cannes, I'm fascinated by the inventions that creatives have come up with to solve business problems and life issues. These are tangible solutions that consumers can use in their everyday lives, such as 'Volvo LifePaint.'



**Grey Africa launches Volvo LifePaint in South Africa**

Grey Africa 12 Feb 2016



This year I'll be looking out for those. Oh yes, and the infamous Gutter Bar!

*So much to look forward to! The 65th Cannes Lions International Festival of Creativity 2018 takes place from 18 to 22 June 2018, with Cinemark once again the local representatives of Cannes Lions for SA. Click through to our Cannes Lions [special section](#) for all 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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