

Cannes the winners be predicted?

Having partnered with Cinemark, South Africa's official Cannes representatives, ididthatad.com is lining up its annual South African Cannes predictions.

This year's SA Cannes Predictions Panel includes:

- Pete Case, ECD Gloom
- Justin Gomes, Creative Circle chairperson and ECD Fox P2
- Graham Lang, CCO Y&R South Africa
- Pepe Marais, ECD Joe Public

- Jason Xenopoulos, CEO Native VML



"The company is excited to be part of the predictions initiative this year," says Yvonne Diogo, marketing manager, Cinemark. "Einstein said, 'Imagination is everything. It is the preview to life's coming attractions'. For me, that attraction is the success that winning in Cannes has on the entrant company and its overall business. It will be quite interesting to see how the predictions fare compared to the outcome at the festival in June. We hope that all in the brand communications space will fully engage in this enthralling preview of some of the best work produced within our region."

ididthatad.com will be live tweeting from Cannes with all the updates, shortlists and winners [@ididthatad](#) and its own dedicated Cannes Twitter handle [@CannesLions_SA](#).

SA Cannes predictions go live next week.

For more, visit: <https://www.bizcommunity.com>