

Elite South Africans to judge at Cannes

Five South African judges for the 50th Cannes International Advertising Awards have been appointed: Wendy Moorcroft, Quintin Mills, Harry Herber, Craig Smith and Sean Harrison.

As the local representatives of the Cannes Advertising Festival, CineMARK has the opportunity to nominate a few South African judges each year. In 2003, five CineMARK nominations have been accepted resulting in Wendy Moorcroft, Quintin Mills, Harry Herber, Craig Smith and Sean Harrison participating in the Cannes Lions, judging alongside contemporaries from around the world.

Wendy Moorcroft – Outdoor and Press Jury, Creative Director – JWT.

Wendy Moorcroft began her career at Bates, then spent eight years at TBWA Hunt Lascaris in Johannesburg. She was Creative Director on the advertising campaign for re-election of the former President Nelson Mandela's ANC in 1999. Last year, she joined J. Walter Thompson in Cape Town as a Creative Director.

Rated top Copywriter in South Africa last year, her international awards include Cannes Gold and Silver Lions, as well as other major advertising awards.

Quintin Mills – Cyber Lions Jury, Creative Director – Kitsch Design.

Quintin Mills is the founder of a small design studio in South Africa called Kitsch Design specialising in interactive and graphic design projects. Starting off in the advertising industry, Quintin progressed through the ranks becoming an Art Director at TBWA Hunt Lascaris (Johannesburg) before deciding to explore the digital medium.

He joined tool®, the then recently formed interactive arm of TBWA Hunt Lascaris as Creative Director. The company went on to produce a number of award-winning interactive projects that pushed the boundaries.

Today, four years after its inception, Kitsch Design is still as passionate as ever and intent on providing practical and creative solutions for its clients.

Harry Herber – Media Lions Jury, Group Managing Director – The Media Shop.

Harry Herber joined BBDO in 1976 and following a short stint in research he moved into media. From 1979 to 1990 he worked at Grey-Phillips, which became South Africa's largest advertising agency at the time. He held various positions including Media Director and Deputy Managing Director.

From 1990 through to 1997, Harry was with LS-FCB, South Africa's second largest agency at the time, and initially served as Media Director becoming Managing Director of the Johannesburg flagship office.

Since 1997 he has been Group Managing Director of The MediaShop. Harry completed a degree in Anthropology and Classical Life and Thought.

Craig Smith – Direct Marketing Jury, Creative Director – Ideaology.

Craig Smith has practised his creative talents in advertising and more specifically promotional design and direct marketing for over 15 years. During that time he has worked on both local and international award-winning campaigns, and has earned 21 awards for creative excellence, including two Gold Loeries, one of South Africa's highest accolades in the field of advertising.

Specialising in promotions, direct marketing and through-the-line design, Craig has greatly contributed to the design industry in South Africa as a judge in promotional design, direct marketing and the art of design. He is currently co-founder and Creative Director of Ideaology Communication and Design, a highly successful communication and design company in Johannesburg.

Sean Harrison – Direct Marketing Jury, Creative Director – Code.

Sean Harrison is one of the most highly respected creative directors in the South African market, specialising in developing distinctive brands and amplifying these across the full spectrum of communication vehicles.

Sean started Code in 1995 in Cape Town and has won an astonishing number of both local and international awards. Sean has served as a judge at the Loeries, SA's premier award ceremony, for the past seven years. He served as chairman in 2003.

Judging from South Africa

The first round of Direct Marketing judging will take place in South Africa with the relevant judges, (Craig Smith, Sean Harrison) viewing digital images of the presentation boards according to their designated categories on an exclusive website.

Selected to be a judge for the Direct Marketing category, introduced to the Cannes festival in 2002 Sean Harrison, Creative Director of Code, will judge directly from South Africa via the website for the entire duration of the Cannes Lions Festival from 2003.

South African specialists are being increasingly sought after to judge the prestigious Cannes Awards, proving that South African talent is well respected globally.

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