

"The buzz spreads like wildfire" - George Low

 By Leigh Andrews

8 Jun 2018

The 2018 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 George Low, creative director at TBWA\Hunt\Lascaris into his role this year as Cannes Lions Film shortlist juror.



George Low, creative director at TBWA\Hunt\Lascaris and Cannes Lions Film shortlist juror.

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

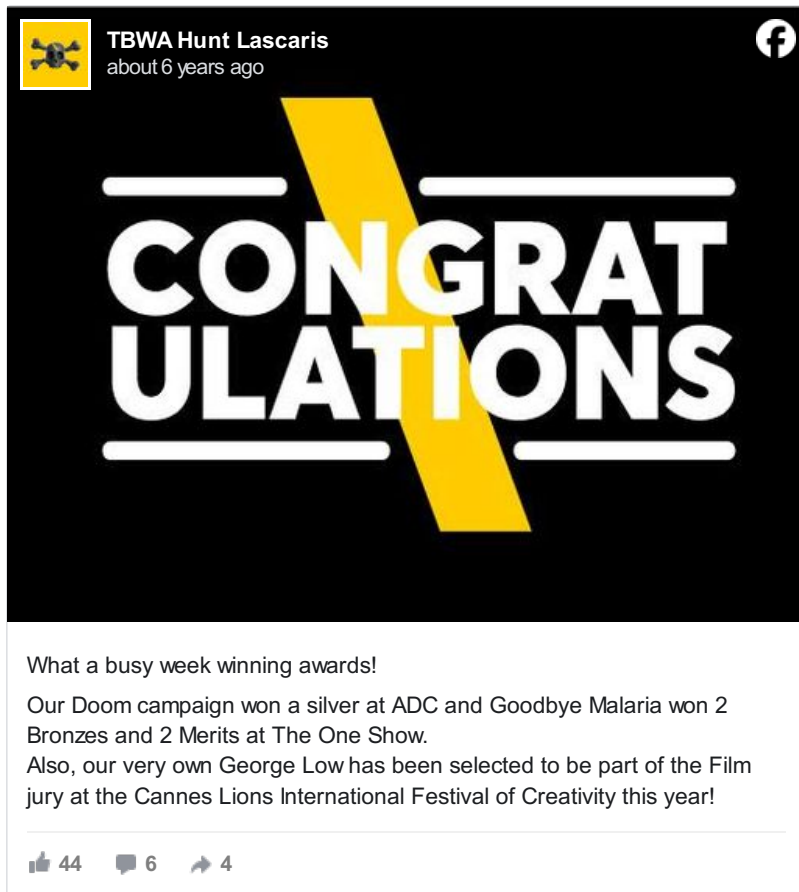


Cannes Lions launches revamped 2018 Festival of Creativity!

14 Nov 2017



Low is no stranger to awarding creativity, having been ranked as top writer and second best creative director in the Loeries' most recent Official Rankings. And the international accolades keep coming...



Now, with Cannes Lions 2018 just around the corner, Low is judging the film category finalists. 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



What was your reaction when you found out you'd be one of this year's Cannes Lions jurors?

This is obviously a great honour for me. So naturally, I feel a sense of pride, but also a certain weight of responsibility. Great work doesn't just happen, so it's important to reward the passion and hard work that gives birth to exceptional work.

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

There's always a sense of hope and expectation in the air at Cannes. I really enjoy the way that the 'buzz' around a specific campaign spreads like wildfire.



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Leigh Andrews 24 May 2018



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

“ As we don't have the big budgets that agencies in countries like the US, England, Germany and others have, we've always focused on the idea, first and foremost. Which means that we're not easily swayed by big productions that ultimately lack substance. ”

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

Great ideas, brilliantly executed, will always be recognised. The ideas that break and redefine their categories, however, are the ones that truly stand out. This fact hasn't changed, and I don't expect it to change any time soon.

“ Our last morning at the [#TBWAAfricaConference](#) starts off with Pete Khoury giving us some insights from Cannes - create opportunities! [pic.twitter.com/wlyqHXARiK](#)— TBWA\Hunt Lascaris (@TBWAHunts) [November 30, 2017](#) ”

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?

We live in the 'for good' age. There's probably more cause-related work being done today than at any time in history.

“ The challenge for agencies is to make the work compelling. An average piece of work, done for a very worthy cause, is still an average piece of work. ”

I predict it'll be tougher than ever this year for these 'for good' campaigns to make the cut. The ones that do, have to be truly unexpected.



Cannes Lions launches "Change for Good" hackathon

24 May 2018



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

I'm really looking forward to seeing the audiences' reaction to the winner announcements at the ceremonies. As a first-time Cannes jury member, I've never been on the other side of this process. Oh, and the sun, of course. Really looking forward to a nice break from the South African winter.

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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