

Cinemark Young Lions judged on LeadSA 'Say No to Xenophobia' campaign

The entrants to this year's Cinemark Young Lions received a topical brief - LeadSA 'Say No to Xenophobia' campaign. They received the brief on Tuesday, 21 April and then had 48 hours to conceptualise, film and edit a 30-second commercial around this theme.

The rest now lies in the judges' hands. This year, the panel consist of Fiona O'Connor, Andrew MacKenzie, Glynn Venter, Joanina Pastoll and Tshireletso Yvonne Diogo. The judges will announce the winners on 4 May. These winners will then represent South Africa at the Young Lions Competition at the 62nd Cannes Lions Festival to be held on 21 to 27 June. The prize includes flights, accommodation and a full week's registration at the advertising awards festival.

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