

## South African Cannes predictions announced

The team of ididthatad predictors, Graham Lang, Justin Gomes, Jason Xenopolous, Pepe Marais and Pete Case have revealed their South African Cannes Predictions, courtesy of the sponsors, Cinemark.



Agencies leading the predictions this year are FCB JHB, Native VML, Y&R and Joe Public, closely followed by TBWA\Hunt\Lascaris and IrelandDavenport.

"In 2013 more than 35,000 pieces of work were entered and just over 1,000 entries were deemed worthy of a Lion. South Africa continues to improve amazingly despite the size of the market when compared to first world regions; out of the 87 plus countries that submitted entries in 2013 we ranked 9th Most Creative Country improving from 11th position in 2012 and 13th in 2012. The big question is what does 2014 hold for the region?" says Yvonne

Diogo, Marketing Manager at Cinemark.

Julie Maunder will be in Cannes, keeping fans updated on all the news, when it happens, as it happens. She'll be tweeting from two Twitter accounts this year [@ididthatad](https://twitter.com/ididthatad) and the new dedicated South African #CannesLions twitter handle [@CannesLions\\_SA](https://twitter.com/CannesLions_SA)

View the predictions here: [ididthatadpredictions.com/](http://ididthatadpredictions.com/)

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