

Jupiter's Young Lions off to Cannes

The Jupiter Drawing Room's Christo Kruger and Darren Kilfoil have won the South African leg of the Young Lions competition and will be jetting off next month to compete in the international arena at Cannes Lions.



Comments Jenni Critchfield, CEO of Cinemark, the SA representatives of Cannes Lions, "It is a great honour to compete at the Cannes Advertising Festival, and we feel that the standard of the Young Lions entries is proof that our South African creatives can compete at an international level. From everyone at Cinemark, best of luck to Christo and Darren for Cannes!"



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The judging process for this year's Young Lions competition took place online, with all results collated by Rob McLennan from Net#work BBDO. First, second and third places were selected based on the most creative take on the brief.

The judging panel consisted of:

- Graeme Jenner - Net#work BBDO
- Gareth Lessing - DDB SA
- Andrew Whitehouse - FoxP2
- Pepe Marais - Joe Public
- Festus Masekwameng - Mother Russia
- Kirk Gainsford - Lowe Bull

The South African Young Lions entries may be viewed at www.cinemark.co.za/young_lions/.