

South Africa's Cannes Young Lions are ready to roar!

 By Leigh Andrews

18 Jun 2015

Cannes Lions, one of the global advertising industry's most anticipated events, is just a few days away. SA's own Safaraaz Sindhi, copywriter at Network BBDO and jack-of-all-creative-trades Hanro Havenga tell us what they're most looking forward to...

Ah, Cannes. Land of the exclusive, envy-inducing festival. First we had the [Film Festival](#) - that's the one where the celebs and movie stars pose on red carpets in their striking gowns and tuxes, celebrating with real French champagne and evoking the green-eyed monster in all of us.

But if you're in the advertising industry, it's the Cannes Lions Festival that you're most interested in. After all, it's dubbed the "world's biggest annual awards show and festival for professionals in the creative communications industry." Luckily, attendance isn't limited to the seasoned dab hands who've already had their 15 minutes in the spotlight - Cannes Young Lions opens the door to up-and-comers in the industry to get a taste for global advertising before they become jaded and set in their ways.

All they have to do is create a commercial no longer than 30 seconds - with just 48 hours to get it done. Havenga and Sindhi rose to the challenge, and as a result they get to represent the country and tweet and Instagram their hearts out at the international festival next week.



Havenga and Sindhi, looking forward...

I caught up with Havenga and Sindhi before their bags were fully packed to find out more about [the hard work](#) that led to their 'golden tickets' and what we can most look forward to from their social media coverage...

■ 1. *Firstly, congratulations. Tell us how you were selected as 'Young Lions'?*

Havenga: Thanks! Through the Ster-Kinekor Cinemark 48 hour competition, on the topic of awareness around the recent xenophobic attacks in South Africa. I'm a photographer and videographer by training but operated as art director for the Young Lions competition.

Sindhi: I collaborated with Havenga from Lamp Post productions. This year's brief for the Cinemark Young Lions Competition required us to tackle the subject of Xenophobia. At the time it was quite a relevant topic. We conceptualised an idea that used cinema as a medium to communicate our message - condoning Xenophobia is condoning all the other atrocities that African countries are faced with, like homophobia, Boko Haram, famine and genocide...

■ 2. *A hard-hitting message. Do you think enough is being done to promote the importance of giving the*

newbies in the industry the experiences they need to grow and develop their skill?

Havenga: I believe there's a million ways to achieve anything, it's just about finding a way that suits your way of working and living and ties into what you're passionate about. I think when you truly believe in something, you'll find a way to make it happen. A lot of people's minds are opening up to how other people work, and that's a very important aspect when it comes to interacting, helping and even learning from the new guys.

Sindhi: The short answer to this for me would be 'no'. Sure, incentives like the Young Creative awards at Loeries and the Cinemark Young Lions competition do their bit, but I think young teams leave ad schools with an expectation for unrealistic opportunities, so when they find themselves on a brief to write brochure copy for another pill that relieves after-sex thigh spasms for 60 year olds, without the side-effects of continuously passing wind, these young creatives quickly lose that hunger and motivation to make great work. It's why at Network BBDO we have a mentorship programme, which sees our juniors and interns being teamed up with senior teams so they get to work on the big briefs too and learn and gain valuable experience that will keep them excited and hungry.

■ 3. That's excellent. What's your top advice to youngsters hoping to crack it in the industry?

Havenga: Try not to sit still. When it's for your self-growth or something that you're really passionate about, just keep working at it. Always keep pushing yourself and use what you have around you to do so.

Sindhi: Don't wait for opportunities to fall on your lap, be proactive, be willing, steal a brief if you have to. To put it simply, give a sh!t.

■ 4. What are you most looking forward to as part of your time at Cannes this year?

Havenga: I'm excited for the competition and meeting new creatives from all over the world. I also haven't been to that side of the globe or to an event like this before, so I'm looking forward to taking a lot of photos... And of course they have a ton of speakers and events that I'm hoping to attend.

Sindhi: Winning would obviously be first prize, but I'd take all the learnings I can suck out of that festival, any day.

Havenga and Sindhi will be tweeting their #CannesLions 'highlight of the day' from Monday, 22 to Saturday, 27 June and posting snaps of their favourite moments to Instagram - make sure you follow them: click through to Hanro Havenga's [Twitter](#) and [Instagram](#); Safaraaz Sindhi's [Twitter](#) and [Instagram](#) now!

We'll have more exclusive insights this week and exclusive feedback from [Ann Nurock](#) next week, who is attending as our first media correspondent on the ground this year! Watch our special Cannes Lions section, as well as our [Twitter](#), [Facebook](#) and [Instagram](#) accounts for all of Nurock's 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](#).

■ #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
■ #D2020: Ignite your inner activist - representation through illustration - 27 Feb 2020
■ #D2020: How Sho Madozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020
■ #D2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
■ #BehindtheSelfie with... Qingile 'WingWing' Mdlulwa, COO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

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