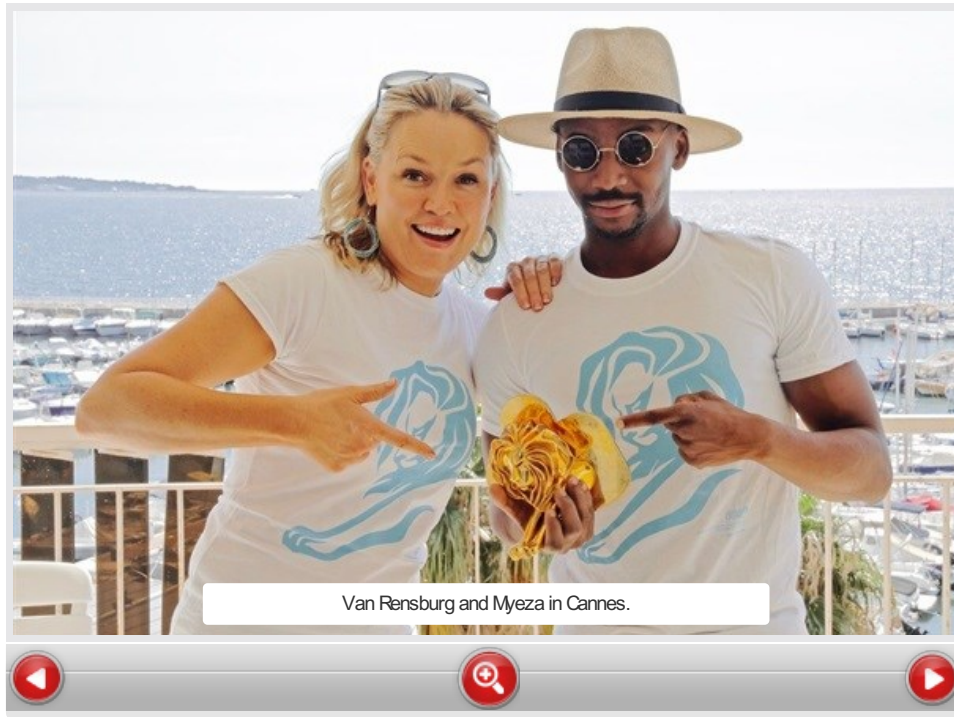


"Intimidating, out-of-this-world work" - 7Films

By Leigh Andrews

7 Jul 2017

SA's craft and production industry proved itself at the annual Cannes Lions Festival of Creativity. Here, Nina van Rensburg and SJ Myeza-Mhlambi of 7Films who attended this year's Festival, share their views from behind the scenes...



7Films was responsible for the film work on Y&R SA's 'Chasing the dragon' for SurfShack, which won a Gold Lion in the Health & Wellness category as well as a Bronze Lion under Film Craft for script, with further shortlists under Film Craft for casting as well as direction on Western Cape Government road safety's 'Everybody knows', produced by Louren van Rensburg and silver in the Young Director Awards for Dirk van Niekerk's 'Dead Fish Eyes'. They clearly know their film craft. Myeza extends his congratulations to Van Niekerk for this win at the Young Director Awards, as he recently joined 7Films and is off to a flyer start - little wonder that they are super proud of him.



Dan Mace becomes first South African to win three Young Director Awards at Cannes

Egg Films 26 Jun 2017



Speaking more closely to that winning streak, 7Films' executive producer Nina van Rensburg and director Siphiwe 'SJ' Myeza-Mhlambi worked with agency Y&R Cape Town on their One Show Pencil-winning campaign work for Surf Shack.

Mandi Fine, CEO of F/NE and juror for the Cannes Lions Pharma Lions, part of Cannes Lions' Lions Health awards, called the work, "...beautiful storytelling and an amazing depiction of upliftment, and obviously very exciting for South Africa."



#CannesLions2017: Mandi Fine on awarding work that truly changes people's lives

Ann Nurock 19 Jun 2017



Impressive stuff. I pinned them down for their views on SA's performance at Cannes Lions 2017, the calibre of the SA craft and production scene and more...

📺 ***Let's start off with your views on SA's performance at Cannes Lions 2017 and how this ties in with our already impressive wins at D&AD and One Show earlier this year.***

It has been an amazing year for 7Films and a good year for SA, too. It was our first time at Cannes so it was quite amazing. The calibre of work and the standard was out of this world and a bit intimidating. Being shortlisted was amazing, winning any kind of metal is even more amazing and winning gold is out of this world.



The producers' wrap: 7Films

Leigh Andrews 24 May 2017



The most amazing thing for us is that **the only three Cannes Golds awarded in the categories of health, entertainment and film all went to young black South Africans**. This is historic and probably the highlight of the whole trip and a very proud moment for us as South Africans. SA work and SA directors have been at the One show and D&AD, which just shows that the genuine quality of the work and confirmation that we deserve to be called 'world class' – we have a seat at the table! And we deserve it. Viva!



#CannesLions2017: All the South African winners!

24 Jun 2017



📺 ***Explain your involvement in the Cannes campaigns that did SA proud.***

International success is very important. It's like competing at the Olympics – that's where everybody wants to be and where the best of the best are tested.



#CannesLions: The Olympics of the advertising world

Leigh Andrews 12 Jun 2017



That is where the bar is set and broken. To even qualify means you are recognised and to convert means you are world class. As it's the second oldest film industry in the world, I believe we should be doing better than we are in all aspects and we should not merely be participating, but innovating.

■ ***Let's talk about the calibre of the SA craft and production scene then – where do we shine and where do we need to buff and bulk up our muscle?***

Radio has always been our strongest discipline, as seen in SA winning a grand prix and gold and dominating the bronzes and silvers – there's no question that we are owning. It's refreshing that we are getting better at our film – specifically online content film, which makes up two out of the three golds and the grand prix. This is a new medium, as digital has taken the world by storm. This year has shown that we've had a good start in a category that is probably the hardest; I say this because the internet is just so vast, which means more competition.

I feel a need to improve in the innovation/activation/VR and activation side. The more online integrated media side. We have so many issues that need solving and we need to make use of advertising; the private sector and government need to change lives in a meaningful way. Not only do I think we should improve on this – I think it is something we desperately need. Projects like Tigo One's "The Payphone Bank" are examples of how social and economic hardships can breed amazing work that makes a real difference:

That is where I believe we should be spending time.

Balanced and inspirational as always. Watch 7Films' Cannes Lions-winning work embedded below:

Van Rensburg and Myeza-Mhlambi also filmed a few candid videos of their experience in Cannes:



CANNES 2017 EP 1
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Click [here](#) to find out more about 7Films' success this year and be sure to follow them on the following social media channels: [Facebook](#) | [Twitter](#) | [Instagram](#) | [Vimeo](#) | [Youtube](#)

ABOUT LEIGH ANDREWS

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