

SA winners of Cinemark 48-hour Cannes Young Lions competition announced

By  Juanita Pienaar

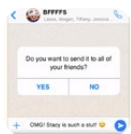
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Amri Botha and Carina Coetzee from advertising agency, ninety9cents were “pretty shocked and pleasantly surprised,” when they were announced as the winners of the Ster-Kinekor Cinemark 48-hour competition at the Ster-Kinekor Cavendish Cine Prestige complex in Claremont, Cape Town on Monday, 15 May 2017!



Winners, Amri Botha and Carina Coetzee with Lynne Wylie from Cinemark

Botha and Coetzee will go on to join other Young Lions at this year's Cannes Festival for the opportunity of being crowned the Young Lions of Cannes 2017 in the 'Film' category, which follows the same 48-hour format. The Cannes Lions International Festival of Creativity and the Young Lions competition take place in Cannes, France, from Saturday, 17 June to Saturday, 24 June.



Ninety9cents' young talent to represent South Africa at Cannes Lions

Ninety9cents 17 May 2017



Cinemark will be flying the winning team to Cannes, courtesy of Air France, to attend the festival and compete in the global competition. The prize list comprises of:

- Return flights
- Accommodation during the festival
- Entry into the Cannes Young Lions competition
- A full week's registration to attend the festival

"We were actually expecting something different for Unicef but when we received the brief, we decided to go for it and so glad we did," an excited Coetzee told me. The teams only had 48 hours to complete the task, from brief to concept to shooting, editing and the final production of a 60 second commercial. Botha says the win is a massive achievement for the two of them who worked together finding a creative concept to fit the theme, 'cyber-bullying'. "We did this project not just to win but because cyber-bullying is such a big issue in the world today," she added. Amri says it was very important for them

to get the right message across to make young people stop, pay attention and listen because it is such an important topic.

In addition to their trip of a lifetime, the winning team's commercial will also be flighted in Ster-Kinekor cinemas, and will be used by Unicef South Africa to boost its current anti-bullying campaign.

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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