

Clio Healthcare Awards appoint South African juror

The Clio Healthcare Awards, which will be held in New York at the beginning of October 2014, have appointed a South African juror.

Mignon Botes, MD of Johannesburg based strategic healthcare marketing and communications agency, Fine Healthcare, will be judging in the 'Film, Innovative Media, Integrated Campaign and Audio' category.



Advertising and digital channels

The Clio Awards, celebrating its 55th anniversary this year, are deemed to be the worlds most recognised international awards competition for advertising, design and digital channels.

Having been associated with some highly awarded agencies in South Africa for over 30 years, Botes believes her healthcare agency experience places her in good stead to judge the quality of work in the discipline of healthcare, where regulatory restrictions are a consideration. "I was very honoured to have judged the Cannes Lions awards some years ago and am equally thrilled to have been selected to serve on the executive jury of the Clio Healthcare awards," says Botes.

Only African judge

The work submitted will be judged in a number of categories such as Print and Design, Direct, Digital and PR: "I will be judging what I deem the most comprehensive and exciting category. Innovative media and integrated campaigns will have elements of all the other categories embedded in the execution."

According to the descriptors on the website, Botes is the only judge from the African continent at the healthcare awards. The majority of the judges are from North America and other developed countries.

"In my experience, the sprinkling of representatives from developing nations brings very fresh and different thinking to the table," she concludes.

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