

Pierre Odendaal selected for African Cristal Festival jury

Pierre Odendaal, chief creative officer at McCann Johannesburg, South Africa, has been selected to adjudicate the [African Cristal Festival](#). The event takes place from 11-14 April 2013 in Abidjan, Ivory Coast, and is the first ever Pan-African summit for communication and media.



The three-day event is dedicated to the African continent and brings together the entire media and communication industry to network and to promote regional culture through industry-specific competitions, conferences and debates.

Odendaal, part of the international and regional panel of leading creatives, will reward the best advertising campaigns created and broadcasted over the African continent. "It is really exciting to be a part of a festival promoting advertising creativity in Africa. I'm expecting to see a wide range of work from the industry showcasing our continent's diverse talent," says Odendaal.



The Cristal Festival has set standards for creative excellence in Europe and the Middle East, and more recently African creativity in advertising and media is being celebrated. "Not only will the winners walk away with a regional award they will also be given international recognition," concludes Odendaal.

For more, go to www.africancristal.com

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