

Cinemark Young Lions: Two different perspectives create broader outlook

By  Juanita Pienaar

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Graphic designer, Prince Zwane and copywriter, Kaylee Germann from Publicis have won SA's Cinemark Young Lions competition (Cinemark is the SA representative of Cannes Lions 2018) and are ready to represent SA at the Cannes Lions Festival taking place 18-22 June.



Kaylee Germann and Prince Zwane are both from the Johannesburg-based agency, Publicis.

I caught up with both and asked them about their winning concept, what they're most looking forward to at Cannes Lions this year and where they get their inspiration from.



SA's Young Lions competition winners announced

7 May 2018



How does it feel to know you'll be competing against some of the best young creative minds at Cannes Young Lions?

It is intimidating at first, but then to realise that we are a part of those young creative minds at Cannes Young Lions brings an overwhelming feeling of pride and enthusiasm. We're looking forward to meeting these young creative minds and learning as much as we can from the entire experience.



#CannesLions2017: "An all-you-can-eat buffet of inspiration"

Leigh Andrews 6 Jul 2017



What was the SA competition like and how did you come up with your idea?

Once the brief was out, we immediately got down to it and set aside our limitations. We were aware of how much people take sight for granted and it took us a while to come up with how we were going to execute this in a visual way,

within the 48 hours. Our main focus was the simpler, the better, which in the end lead us to our execution.

■ ***What do you think gives you a unique edge?***

As a team, we come in with two different perspectives and we work in a way that we can bring those two together and create a broader outlook.

We are both still very young and new to the industry and therefore we are constantly absorbing and learning whatever we can and are eager to get our message across.

■ ***What are you most looking forward to?***

We're both looking forward to being a part of the Cannes Lions Festival: getting that much closer to world-class advertising and the people that create it. It is going to be such an exciting time to engage, connect and learn from people that are influencing the world through advertising.

Prince is also extremely excited to get a taste of how the advertising world likes to celebrate.

■ ***What inspires you and who do you look up to in the industry?***

Kaylee: Any work that speaks to a human truth and has a way of bringing about change in the world inspires me. I look up to Dave Trott for his honest and refreshing commentary on the industry.

Prince: A lot of elements that are mainly set at expressing the views of the youth, like how music is translated in visual pieces. Someone who influences me a lot would have to be Donald Glover because of how he tackles social commentary in his visual pieces.

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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