

99c's young female creative duo does it again!

99c advertising and communication agency's copywriter Carina Coetzee and art director Amri Botha will once again represent South Africa at the Cannes Lions international Festival of Creativity this year, as their video commercial as briefed by Unicef about violence in schools won Cinemark's Cannes Young Lions 2019 competition.



Carina Coetzee and Amri Botha of 99C, winners of Cinemark's Cannes Young Lions competition 2019.

The competition was open to creatives under the age of 30 across the country, who were given 48 hours to film, edit and produce a one-minute commercial for Unicef South Africa, using the hashtags #I'veGotYourBack and #ENDviolence.



Registration open for Cannes Young Lions competition 2019

25 Mar 2019



According to Unicef, half of the world's teens experience peer violence around school, and about one in three students aged 13 to 15 have been involved in physical fights. To help address this, the 2019 Cinemark Cannes Young Lions competition asked entrants to create an ad that tackles the issue and inspired an effort to make schools a safer place for students.

Cape duo Coetzee and Botha's treatment is a poignant depiction of a young boy preparing for school and musing whether his day would be a good day. "Will they teach me a lesson I'll never forget?" he wonders. "You'll know by my marks."



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

Leigh Andrews 6 Jul 2017



Coetzee and Botha also represented South Africa in the 2017 version of the competition.

A new brief awaits in Cannes

As a result of the win, Coetzee and Botha will fly to France to attend the 2019 Cannes Lions International Festival of Creativity from 17 to 21 June, where they will again race against the clock to fulfil a new brief. This time, they will compete against the best young talent from around the world in the Film Category of the Cannes Young Lions competition.

“We are extremely excited and honoured,” said Botha. “We really enjoyed the challenge, since it’s a cause we really believe in – for a brand that does such amazing work. We’d like to thank Cinemark for this huge opportunity and we hope to make South Africa proud in Cannes.”



Judges for this year's Cannes Young Lions SA announced

12 Apr 2019



Unicef South Africa's chief of communication and partnerships Sandra Bisin said that the competition, again in partnership with Cinemark, was an excellent way to help address the problem of violence in schools.

“Through this joint campaign, we are encouraging young people in South Africa to raise their voices and to tell us how they are working together and what solutions they are using to #ENDviolence in and around schools once and for all,” said Bisin.

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