

# Big representation from Africa at Cannes Lions 2024

 By [Karabo Ledwaba](#)

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Cannes Lions has revealed its 2024 jury lineup, featuring several bigwigs from Africa. Notably, Andisa Ntsubane of Vodacom takes the helm as president of the Creative B2B section. This marks the largest representation of jurors from Africa and the Middle East to date.



Unilever's Elizabeth Mkwana is on the jury Source: LinkedIn

The Cannes Lions International Festival of Creativity is set to showcase, recognise, and honour outstanding work from around the globe, taking place from 17 to 21 June 2024.

Marian Brannelly, global director of awards, Lions, said: "It's exciting to see representation from four new markets this year – Armenia, Ghana, Pakistan and Panama – as well as the highest-ever representation from the Middle East and Africa. Our Jurors play a crucial role in upholding the integrity of the Lions, and we thank them for everything they bring to the important task ahead."

Here are all the African jury members:

## Creative B2B

- Andile Ntsubane - Managing executive for brand, marketing and communications for the Vodacom Group. (*South Africa*)

## Audio and Radio

- Neo Segola - executive creative director at LePub (*South Africa*)

## Brand experience and activation

- Nthabi Motsoeneng - CMO Africa and Middle East, Pernod-Ricard (*South Africa*)

## Creative Data

- Ivan Moroke - CEO Kantar Insights Division SA (*South Africa*)

## Creative Effectiveness

- Elizabeth Mokwena - Executive marketing director: Home Care Africa, Unilever (*South Africa*)

## Digital Craft

- Jacquie Mullany - ECD, FCB - Africa (*South Africa*)

## Creative Business Transformation

- Angela Kyerematen-Jimoh, digital transformation lead in Africa, Microsoft (*Nigeria*)

## Direct

- Chioma Okenimkye - ECD, Publicis West Africa (*Nigeria*)
- Keith Manning - ECD, TBWA\Hunt Lascaris (*South Africa*)



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## Entertainment

- Monde Twala - SVP, co-general manager at Paramount Africa and lead BET International (*South Africa*)

## Entertainment Lions for Music

- Obi Asika - Director general and CEO at National Council of Arts and Culture (*Nigeria*)

## Film

- Mary Njoku - Founder and MD of Rok Studios (*Nigeria*)

## Film Craft

- Zee Ntuli - Director at Darling Films (*South Africa*)

## Glass: The Lion for Change

- Koo Govender - CEO, Publicis Groupe (*South Africa*)

## Health and Wellness

- Emuron Alemu - CCO, The Quollective (*Kenya*)

## Industry Craft

- Thandeka Gillbert - Creative group lead at McCann Joburg (*South Africa*)

## Outdoor

- Camilla Clerke - ECD, Ogilvy (*South Africa*)

## Print and Publishing

- Steve Babaeko - CEO of X3M IDEAS (*Nigeria*)

## Social and Influencer

- Adetutu Laditan - Senior product marketing manager, Google (*Nigeria*)

## Sustainable Development Goals

- Nkiru Olumide - Executive lead: marketing, communications and CSI, Standard Bank (*South Africa*)

Simon Cook, CEO, Lions, added: "We're delighted to have a balance and breadth of expertise and global representation across our Juries. The Awarding Juries represent the global industry's leading talent from a diverse range of disciplines, and we welcome the unique perspectives they bring. We thank them for their time, dedication and care in setting the global creative benchmark for our industry."

Find all the jurors [here](#).

### For more:

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## ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SIMag, Sowetan's lifestyle magazine. Contact her at [karabo@bizcommunity.com](mailto:karabo@bizcommunity.com)

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