

# Clare Trafankowska selected as shortlist jury member for the Cannes Lions 2023

[Dentsu South Africa](#) (SA) is pleased to announce that [Clare Trafankowska](#), the managing director of [iProspect](#), has been selected as a member of the Media Lions [Shortlisting Jury](#) at Cannes Lions 2023.

Issued by [Dentsu](#) 26 Apr 2023



Having begun her inspiring and hugely successful Dentsu career in 2008, Clare has 15 years experience across the media owner, marketing and advertising industry with her roots fully entrenched in digital and performance expertise.

In addition to her strong marketing and advertising background, Trafankowska is an active member of the IAB South Africa and has led the IAB Measurement Council since August 2020.

Trafankowska is also a respected thought leader within the industry as well as a Female Foundry mentor and a #IamRemarkable facilitator. Most recently, she was recognised for making positive 'waves' in the industry and was awarded the highly regarded 'Media Agency Rising Star' at the prestigious Most Awards 2022.

Commenting on being selected as part of the Media Lions jury, Trafankowska says: *"I am truly honoured and excited to have been selected as a prestigious juror for the Media Cannes Lions awards shortlisting. Being a part of this esteemed panel of industry experts is a humbling experience, and I look forward to contributing my insights and knowledge to the selection process. As a passionate advocate for positive change in the advertising industry, I believe this opportunity aligns perfectly with my mission to drive growth and innovation. I am grateful for this recognition and can't wait to see the results."*

*amazing work that will be showcased at this year's Cannes Lions festival."*

- **Dentsu X drops new X\_RATED with DJ Themba: From South Africa to the global stage** 1 Jul 2025
- **76 Reframed: From protests to portraits** 23 Jun 2025
- **African Gen Z on the rise in the global influence economy** 12 Jun 2025
- **Why every brand needs an SEO strategist right now** 10 Jun 2025
- **Dentsu Creative South Africa appoints Mokhehi Siganunu as strategy director** 9 Jun 2025

#### [Dentsu](#)

**dentsu**

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities in the sustainable economy. Taking a people-centered approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>