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## NEWS: JANET KINGHORN REPRESENTING SOUTH AFRICAN DESIGN AT CANNES

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Janet Kinghorn, Executive Creative Director, for The Brand Union Africa has been chosen to judge the prestigious Cannes Design Lions in June this year. This is the first time she has been invited to judge and the only South African to be chosen for this category in 2011.

Janet's extensive experience includes working with brands such as Nike, Coca-Cola, Unilever, Johnson & Johnson and SAB providing exceptional creative insight and strategy. Starting from humble beginnings at Jupiter Drawing Room; Kinghorn moved to Lowe Bull to grow their design team seven-fold and swiftly went on to join the Coley Porter Bell team in Cape Town. During her stay she projected the agency to great heights; including a #34 ranking on the Ogilvy Creative Cadre listing, which is an astonishing achievement given the stiff competition in the Ogilvy global network.

Recognised in 2002 as the 10th overall top creative in South Africa, as judged by Adfocus and the CDF, Kinghorn has never disappointed with an assortment of awards including six entries into D&AD, a Bronze One Show Pencil and seven Loeries in assorted colours. But "*what really makes my cola fizz is making brands grow big and strong*" the unassuming talent confesses. In between all this, Kinghorn fed another passion of hers; her own shoe brand; Crayon, which she managed for 8 years. Kinghorn has recently joined the top rank at Brand Union (Africa) as Executive Creative Director.

Kinghorn modestly comments on her appointment as a Cannes Lions Design jury member; "*I was lucky enough to go to Cannes as a delegate many, many years ago, when my name was picked out of a hat. It was an awe-inspiring week that left me with big eyes, a need to be a better creative and a wonder as to why design was not on the program. This year, not only is design a big part of the agenda, but I am thrilled to say that I am heading back to Cannes but this time as a judge!*"

"*The Brand Union is extremely proud of Janet's achievement and her selection as a judge is a great testament to her creative talent*", says Anthony Swart, CEO for The Brand Union Africa.

"*Cannes represents the best that the world has to offer creatively, so I feel extremely proud and honoured to be representing South Africa. I am excited about being exposed to such a broad spectrum of work and am looking forward to seeing how South Africa and the rest of the emerging markets fare against Europe and America,*" concludes Kinghorn.