

Entertainment for Music shortlist

The Cannes Lions Entertainment for Music shortlist has been released, with a single SA campaign making the cut in two categories.



The Entertainment for Music Lions celebrate creative musical collaborations and original music content.

Entries need to demonstrate original production, promotion or distribution of music for brands and work where a recording artist or platform is innovatively leveraged to communicate with consumers.

There are 75 entries on the shortlist, including the following South African work:

Native VML's One Source campaign: Absolut, with production by Egg Films, media by Vizeum Cape Town, PR by Capacity Relations and additional work by Enterprise Republic, features in the categories of Production of Exclusive Artist Content in Partnership with a Brand as well as Use of Original Composition.

Terence Neale of **Egg Films** also directed Adidas Originals' 'You Are Never Finished' for Johannes Leonardo with RSA Films, nominated for Use of Adapted Music as well as Production of Exclusive Artist Content in Partnership With a Brand.

[Click here](#) to view the Entertainment for Music Lions shortlist in full.

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

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