

Direct shortlists released

CANNES, FRANCE: The first batch of Direct shortlists have been released by the organisers of Cannes Lions.



Out of a total of 227 Direct entries, South African agencies achieved eight shortlisted entries - some 3.5% of the total.

Good luck to the Direct shortlisted entrants:

[The South African Direct shortlisted entries](#)

[The overall Direct shortlisted entries](#)

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