

Media Lions shortlist

The Cannes Lions Media Lions shortlist has been released, with three SA entries making the grade!

The Media Lions celebrate the context of creativity - the inspiring and innovative implementation of ideas. That is, work which is enhanced and amplified by a game-changing channel strategy.



Tim Castree, global CEO of Wavemaker is the 2018 Cannes Lions Media Lions jury president.



#CannesLions2018: "In SA, good creative is everywhere!" - Wayne Bishop

Leigh Andrews 12 Jun 2018



M&C Saatchi Abel Cape Town, as well as **VML South Africa**, the MediaShop Johannesburg and Epic MSL Group Johannesburg appear in the 'Use of Print/Outdoor' category for Nando's Peri-peri chicken's #RightMyName.

King James Group Cape Town features in the 'Use of Branded Content created for Digital or Social' category for Sanlam MyChoice Funeral Plan's Uk'Shona KweLanga - A WhatsApp Drama Series.

Ogilvy Johannesburg features in the 'Use of Branded Content created for Digital or Social' category for Kimberly-Clark Huggies' 'The World's First Baby Marathon'.

All the winners will be announced during the Cannes Lions Reach track award ceremony from 7pm on Thursday, 21 June. You can view the [Media Lions](#) shortlist in full.

The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

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