

Ogilvy SA shortlisted in Branded Entertainment category

The LIA Awards' Branded Entertainment jury, led by Kerstin Emhoff, completed their judging and announced that 53 entries have been shortlisted. Ogilvy South Africa has been announced as one of the finalists in the Sponsored Commercial subcategory for the Make a Meal of It campaign for KFC.

Entries in this category include executions other than billboards and posters that appear in public places. This may include, but is not limited to, stickers, receipts, street furniture, shopping carts, trolleys and/or rubbish bins.

The judging continues in Las Vegas with more shortlists expected to be announced soon.

Click [here](#) to view what shortlists have been released so far.

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