

Industry Craft shortlist

The Cannes Lions Industry Craft Lions shortlist has been released, with a single SA entry making it to the final round at Cannes Lions 2019.



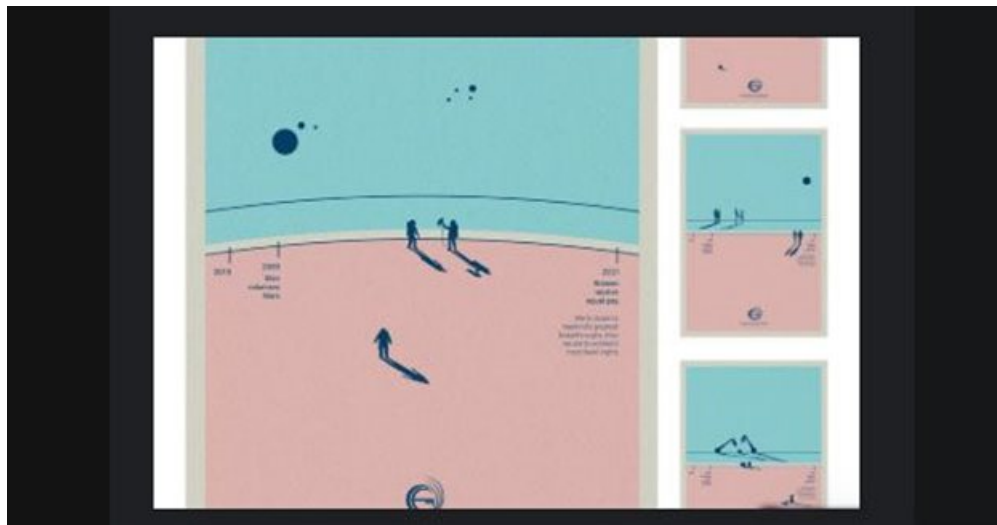
The Craft Track focuses on the artistry, skill, talent and flair required to deliver beautifully executed ideas with the power to cut through and bring the creative idea to life.

The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life - demonstrating expertise and vision in the application of creative techniques.

Trevor Robinson OBE, founder and executive creative director of Quiet Storm, UK is the 2019 Industry Craft Lions jury president.

Robinson set up the UK's first joint-creative agency and production company. He founded Create Not Hate as a means to reduce gun crime and get disenfranchised youth into advertising and in 2009 was awarded an Order of the British Empire by Queen Elizabeth II for his services to UK advertising.

DDB South Africa's Mankind's Greatest Breakthroughs: 'Robots' work for the Commission for Gender Equality made it onto the shortlist in the Print & Publishing category.



Mankind's Greatest Breakthroughs: Robots by DDB for the Commission for Gender Equality.

All the winners will be announced during the Cannes Lions Craft track award ceremony from 7pm on Tuesday, 18 June.

View the [Industry Craft Lions](#) shortlist in full.

The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Visit our [Cannes Lions special section](#) for the latest updates!