

# First set of South African entries shortlisted

The shortlists for the Direct, Promo & Activations, PR, Outdoor, Media, Mobile and Press Lions categories are now available.

Shortlist	Category	Title	Advertiser/client	Product/service	Entrant company
Direct	A02/012 Dimensional Mailing	STETHOSCOPE RADIO AD	AFRICA HEALTH PLACEMENTS	AFRICA HEALTH PLACEMENTS	BOOMTOWN STRATEGIC BRAND AGENCY Port Elizabeth
Direct	A04/077 Ambient Media: small scale	VIRUS	JHHESA	WORLD AIDS DAY	JOE PUBLIC Johannesburg
Direct	B01/112 Websites, Microsites & Banners	STREET QUEST	VOLKSWAGEN	CORPORATE	OGILVY & MATHER CAPE TOWN
Direct	B03/023 Social Media & Viral Marketing	SEND YOUR FACEBOOK PROFILE TO CAPE TOWN	CAPE TOWN TOURISM	CAPE TOWN	OGILVY & MATHER CAPE TOWN
Direct	D02/061 Cars & Automotive Services	STREET QUEST	VOLKSWAGEN	CORPORATE	OGILVY & MATHER CAPE TOWN
Direct	D10/006	STORAGE BUSINESS CARD	XTRASPACE SELF STORAGE	XTRASPACE SELF STORAGE	Y&R SOUTH AFRICA Cape Town
Promo & Activations	A02/069 Best Use of Guerilla Marketing in a Promotional Campaign	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town
Promo & Activations	A03/140 Best Use of Ambient in a Promotional Campaign	ROACHMILLE	TIGER BRANDS	DOOM FOGGER	TBWAHUNTILASCARIS JOHANNESBURG
Promo & Activations	A06/018 Best Temporary In-Store Displays in a Promotional Campaign	THE WORLD'S SMALLEST IDEA	VITAL HEALTH FOODS	VITAL: VIRAL BOOST	DRAFTFCB CAPE TOWN
Promo & Activations	B03/080 Fast Moving Consumer Goods (not including food)	ROACHMILLE	TIGER BRANDS	DOOM FOGGER	TBWAHUNTILASCARIS JOHANNESBURG
Promo & Activations	B14/065 Public Health & Safety, Pubic Awareness Messages	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town
PR	B04/024 Celebrity Endorsement	THE CAMPAIGN THAT NEVER FLIGHTED	TASTE HOLDINGS	THE FISH & CHIP CO	METROPOLITANREPUBLIC Johannesburg
PR	C01/026 Best Integrated Campaign Led by PR	THE CAMPAIGN THAT NEVER FLIGHTED	TASTE HOLDINGS	THE FISH & CHIP CO	METROPOLITANREPUBLIC Johannesburg
Outdoor	A03/008 Household	WALL OF SHOES	TIGER BRANDS	DOOM SUPER	TBWAHUNTILASCARIS JOHANNESBURG
Outdoor	A08/014 Cars & Automotive Services	OKAVANGO DELTA	LAND ROVER	FREELANDER 2	Y&R SOUTH AFRICA Cape Town
Outdoor	A08/015 Cars & Automotive Services	SANI PASS	LAND ROVER	FREELANDER 2	Y&R SOUTH AFRICA Cape Town
Outdoor	A08/016 Cars & Automotive Services	ZIMBABWE HIGHLANDS	LAND ROVER	FREELANDER 2	Y&R SOUTH AFRICA Cape Town
Outdoor	B05/237 Cosmetics & Beauty, Toiletries & Pharmacy	ZOMBIE	NAMPAK	TOILET PAPER	TBWAHUNTILASCARIS JOHANNESBURG
Outdoor	B05/238 Cosmetics & Beauty, Toiletries & Pharmacy	SERIAL KILLER	NAMPAK	TOILET PAPER	TBWAHUNTILASCARIS JOHANNESBURG
Outdoor	B05/239 Cosmetics & Beauty, Toiletries & Pharmacy	CROCODILE	NAMPAK	TOILET PAPER	TBWAHUNTILASCARIS JOHANNESBURG
Outdoor	B08/018 Cars & Automotive Services	FRISBEE	VOLKSWAGEN	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN
Outdoor	B08/019 Cars & Automotive Services	CONTACT LENS	VOLKSWAGEN	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN
Outdoor	B08/020 Cars & Automotive Services	BALL	VOLKSWAGEN	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN
Outdoor	B09/099 Retail Stores, Restaurants & Fast Food Outlets	OLLIE AND THE GLASS HOUSE	McDONALDS SOUTH AFRICA	KIDS BIRTHDAY PARTIES	DDB SOUTH AFRICA Johannesburg

Outdoor	B10/020 Travel, Transport & Tourism	BURGERONOMICS	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTILASCARIS JOHANNESBURG
Outdoor	B10/024 Travel, Transport & Tourism	WEIRD IRISH ACCENT	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTILASCARIS JOHANNESBURG
Outdoor	B11/001 Entertainment & Leisure	BUTTERFLY	EVERLAST	EVERLAST BOXING	JWT JOHANNESBURG
Outdoor	B17/054 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness Messages	I'LL BE THERE IN A WHILE	VOLKSWAGEN	VOLKSWAGEN	OGILVY & MATHER CAPE TOWN
Outdoor	B17/055 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness Messages	SEE YOU NOW	VOLKSWAGEN	VOLKSWAGEN	OGILVY & MATHER CAPE TOWN
Outdoor	B17/056 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness Messages	I'M IN TRAFFIC	VOLKSWAGEN	VOLKSWAGEN	OGILVY & MATHER CAPE TOWN
Outdoor	C01/021 Bars, Restaurants & Stores, etc.	THE WORLD'S SMALLEST IDEA	VITAL HEALTH FOODS	VITAL: VIRAL BOOST	DRAFTFCB CAPE TOWN
Outdoor	C02/135 Small Scale Special Solutions	THE RHINO STAMP PROJECT	STOPRHINOPOACHING.COM	STOP RHINO POACHING	TBWAHUNTILASCARIS JOHANNESBURG
Outdoor	C02/145 Small Scale Special Solutions	ENGEN FIREBLANKET	ENGEN	ENGEN	DRAFTFCB CAPE TOWN
Outdoor	C04/053 Stunts & Live Advertising	BALLET BOX	THE SOUTH AFRICAN BALLET THEATRE	CORPORATE	JOE PUBLIC Johannesburg
Outdoor	D01/026 Integrated campaigns led by Outdoor	THE RHINO STAMP PROJECT	STOPRHINOPOACHING.COM	STOP RHINO POACHING	TBWAHUNTILASCARIS JOHANNESBURG
Media	A04/044 Best Use of Outdoor	SHED LIGHT ON RAPE	JHHESA	BROTHERS FOR LIFE	JOE PUBLIC Johannesburg
Media	A07/116 Best Use of Special Events and Stunt/Live Advertising	UFO'S OVER JOZI	TOPTV	FALLING SKIES	IRELAND DAVENPORT Johannesburg
Media	A07/223 Best Use of Special Events and Stunt/Live Advertising	JOURNEY OF HOPE	KFC	KFC ADD HOPE	OGILVY & MATHER JOHANNESBURG
Media	A09/133 Best Use of Digital Media	GONE IN 5 SECONDS	AUDI SOUTH AFRICA	AUDI R8 COUPÉ	OGILVY & MATHER CAPE TOWN
Media	C01/012 Fast Moving Consumer Goods	ROACHMILLE	TIGER BRANDS	DOOM FOGGER	TBWAHUNTILASCARIS JOHANNESBURG
Press	A13/101 Cars	WEBTROPOLIS	LAND ROVER	LAND ROVER	Y&R SOUTH AFRICA Cape Town
Press	A14/015 Other Vehicles, Auto Products & Services	DOLPHIN	MERCEDES-BENZ	ATTENTION ASSIST	NET#WORK BBDO Johannesburg
Press	A14/016 Other Vehicles, Auto Products & Services	HOLIDAY	MERCEDES-BENZ	ATTENTION ASSIST	NET#WORK BBDO Johannesburg
Press	A14/017 Other Vehicles, Auto Products & Services	ST. ANDREWS	MERCEDES-BENZ	ATTENTION ASSIST	NET#WORK BBDO Johannesburg
Press	A14/125 Other Vehicles, Auto Products & Services	KETTLE	VOLKSWAGEN	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN
Press	A14/126 Other Vehicles, Auto Products & Services	SWING	VOLKSWAGEN	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN
Press	A14/127 Other Vehicles, Auto Products & Services	BARBEQUE	VOLKSWAGEN	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN
Press	A18/087 Travel, Transport & Tourism	BEERONOMICS	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTILASCARIS JOHANNESBURG
Press	A18/088 Travel, Transport & Tourism	BURGERONOMICS	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTILASCARIS JOHANNESBURG
Press	A18/089 Travel, Transport & Tourism	CONDOMONOMICS	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTILASCARIS JOHANNESBURG
Press	A18/090 Travel, Transport & Tourism	WEIRD AMERICAN ACCENT	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTILASCARIS JOHANNESBURG
Press	A18/091 Travel, Transport & Tourism	WEIRD AUSTRALIAN ACCENT	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTILASCARIS JOHANNESBURG
Press	A18/092 Travel, Transport & Tourism	WEIRD IRISH ACCENT	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTILASCARIS JOHANNESBURG
Press	A20/105 Publications & Media	WINSTON	INDEPENDENT NEWSPAPERS	CAPE TIMES	LOWE & PARTNERS Cape Town

Press	A20/106 Publications & Media	DESMOND	INDEPENDENT NEWSPAPERS	CAPE TIMES	LOWE & PARTNERS Cape Town
Press	A20/107 Publications & Media	SAILOR	INDEPENDENT NEWSPAPERS	CAPE TIMES	LOWE & PARTNERS Cape Town
Press	A20/108 Publications & Media	JACKIE	INDEPENDENT NEWSPAPERS	CAPE TIMES	LOWE & PARTNERS Cape Town
Press	A20/109 Publications & Media	WILLIAM	INDEPENDENT NEWSPAPERS	CAPE TIMES	LOWE & PARTNERS Cape Town
Press	A21/017 Banking, Investment & Insurance	CLIFF	1ST FOR WOMEN INSURANCE	MOTOR AND HOUSEHOLD INSURANCE	BLACK RIVER FC Johannesburg
Press	A21/018 Banking, Investment & Insurance	DUBAI	1ST FOR WOMEN INSURANCE	MOTOR AND HOUSEHOLD INSURANCE	BLACK RIVER FC Johannesburg
Press	A21/019 Banking, Investment & Insurance	FENCE	1ST FOR WOMEN INSURANCE	MOTOR AND HOUSEHOLD INSURANCE	BLACK RIVER FC Johannesburg
Press	B02/438 Art Direction	WEIRD AMERICAN ACCENT	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTLASCARIS JOHANNESBURG
Press	B02/439 Art Direction	WEIRD AUSTRALIAN ACCENT	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTLASCARIS JOHANNESBURG
Press	B02/440 Art Direction	WEIRD IRISH ACCENT	FLIGHT CENTRE	STUDENT FLIGHTS	TBWAHUNTLASCARIS JOHANNESBURG
Mobile	E01/034 Products	STREET QUEST	VOLKSWAGEN	CORPORATE	OGILVY & MATHER CAPE TOWN

Category	Title	Advertiser/client	Product/service	Entrant company	Award
A02/069 Best Use of Guerilla Marketing in a Promotional Campaign	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town	Silver Lion
B14/065 Public Health & Safety, Public Awareness Messages	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town	Silver Lion
A06/018 Best Temporary In-Store Displays in a Promotional Campaign	THE WORLD'S SMALLEST IDEA	VITAL HEALTH FOODS	VITAL: VIRAL BOOST	DRAFTFCB CAPE TOWN	Bronze Lion

Full shortlists:

- Direct: [website](#) and [pdf](#)
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- PR: [website](#) and [pdf](#)
- Outdoor: [website](#) and [pdf](#)
- Media: [website](#) and [pdf](#)
- Radio: [website](#) and [pdf](#)
- Press Lions: [website](#) and [pdf](#)
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Information on Cannes Lions facilitated by Cinemark, South Africa's official representative of the Cannes Lions Festival.

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