

First set of shortlists out

CANNES, FRANCE: The shortlists for the Direct, Promo & Activations, PR, Outdoor, Media, Radio and Press Lions categories are now available and South Africa has made all of them. Winners will be announced either Monday night (20 June 2011), Tuesday night (21 June) or Wednesday night (22 June). [\[twitterfall\]](#) [updated]



Category	Total shortlisted entries	Total SA shortlisted	Percentage of SA finalists	2010 comparison
Direct Lions	204	6	2.94%	Same - 6 finalists in 2010
Promo & Activations Lions	175	1	0.57%	Decline - 2 finalists in 2010
PR Lions	105	1	0.95%	Same - 1 finalist in 2010
Outdoor Lions	426	7	1.64%	Decline - 22 finalists in 2010
Media Lions	222	6	2.70%	Increase - 3 finalists in 2010
Radio Lions	138	38	27.53%	Increase - 17 finalists in 2010
Press Lions	518	9	1.74%	Increase - 4 finalists in 2010

South African entries shortlisted for Cannes Lions 2011

Shortlist	Category	Title	Advertiser/client	Product/service	Entrant company	Media agency
Direct	A02 Dimensional Mailing	Spark Hope Matchbook	Rock 4 Aids	Art for Aids	Joe Public Jhb	
Direct	A10 Direct Response Print or Standard Outdoor, including Inserts	Sell Your Car	Volkswagen	VW Polo	Ogilvy CT	
Direct	A10 Direct Response Print or Standard Outdoor, including Inserts	Test Drive	Mercedes-Benz	Mercedes-Benz CL 63 AMG	140 BBDO	
Direct	A10 Direct Response Print or Standard Outdoor, including Inserts	The Voiceless Campaign	The Zimbabwean	Newspaper	TBWA\HuntLascaris Jhb	
Direct	C08 Publications & Media	The Voiceless Campaign	The Zimbabwean	Newspaper	TBWA\HuntLascaris Jhb	
Direct	C11 Charities, Public Health & Safety, Public Awareness Messages	Waking up the Neighbourhood	POWA	Female Abuse Prevention	Ogilvy Jhb	
Promo & Activations	B13 Charities	Waking up the Neighbourhood	POWA	Female Abuse Prevention	Ogilvy Jhb	
PR	A05 Travel, Tourism & Leisure	You Know What	Kulula.com	Airline	Atmosphere Communications	
Outdoor	A14 Cars & Automotive Services	South Africa	Daimler	Mercedes-Benz	Y&R Jhb	
Outdoor	A18 Entertainment & Leisure	Sniper Bus Shelter	The War Museum	Sniper Exhibit	Ireland/Davenport Jhb	
Outdoor	A25 Public Awareness Messages	Map	Endangered Wildlife Trust	Wildlife Charity	Grey Jhb	
Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Dugong	Endangered Wildlife Trust	Wildlife Protection Programme	TBWA\HuntLascaris Jhb	
Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Northern White Rhino	Endangered Wildlife Trust	Wildlife Protection Programme	TBWA\HuntLascaris Jhb	
Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Riverine Rabbit	Endangered Wildlife Trust	Wildlife Protection Programme	TBWA\HuntLascaris Jhb	

Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Wattled Crane	Endangered Wildlife Trust	Wildlife Protection Programme	TBWA\Hunt\Lascares Jhb	
Outdoor	B09 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	Wild Dog	Endangered Wildlife Trust	Wildlife Protection Programme	TBWA\Hunt\Lascares Jhb	
Media	A02 Best Use of Audio	NSRI Recruitment Campaign	National Sea Rescue Institute	Non-profit organisation	Ogilvy CT	
Media	A07 Best Use of Special Events and Stunt/Live Advertising	Will the Real Sepp Blatter Please Stand Up	Comair	Kulula	KingJames CT*	Dare Media CT
Media	A08 Best Use of Branded Content	Amstel Class Act	Brandhouse	Amstel Lager	OwenKessel Communications*	Nota Bene CT
Media	A10 Best Localised Campaign	Ama Visitors	Nando's	Restaurant	Black River FC Jhb*	The MediaShop Jhb
Media	C03 Other Consumer Products (including Durable Goods)	Washing Tunnel	LG Electronics	Washing Machine	Y&R Jhb*	Mindshare Jhb
Media	C08 Publications & Media	The Voiceless Campaign	The Zimbabwean	Newspaper	TBWA\Hunt\Lascares Jhb*	
Radio	A01 Foods	Buzz	Cadbury	Bourneville Dark Chocolate	Ogilvy Jhb*	Sterling Sound Jhb
Radio	A01 Foods	Client	Kraft Foods South Africa	Clorets Eliminator	Ogilvy CT*	B&S Studios CT
Radio	A01 Foods	Interrupt	Mars Foods	Snickers	140 BBDO*	Sidney and Seymour Studios CT
Radio	A01 Foods	Repeat	Mars Foods	Snickers	140 BBDO*	Sidney and Seymour Studios CT
Radio	A01 Foods	Would You Rather...	Mars Foods	Snickers	140 BBDO*	Sidney and Seymour Studios CT
Radio	A05 Home Appliances, Furnishings, Electronics & Audio Visual	Blues	Bang & Olufsen	Speakers	TBWA\Hunt\Lascares Jhb*	Noiseroom Jhb
Radio	A05 Home Appliances, Furnishings, Electronics & Audio Visual	Choir	Bang & Olufsen	Speakers	TBWA\Hunt\Lascares Jhb*	Noiseroom Jhb
Radio	A07 Pharmacy	Aivis Shumbeiyi	Kraft Foods South Africa	Halls Throats Lozenges	Ogilvy CT*	Milestone Studio CT/Audio Arts Jhb
Radio	A07 Pharmacy	Robert Koning	Kraft Foods South Africa	Halls Throats Lozenges	Ogilvy CT*	Milestone Studio CT/Audio Arts Jhb
Radio	A07 Pharmacy	Starly Wilson	Kraft Foods South Africa	Halls Throats Lozenges	Ogilvy CT*	Milestone Studio CT/Audio Arts Jhb
Radio	A07 Pharmacy	Brad	Galderma	Benzac Acne Treatment	Net#work BBDO Jhb*	First#Left Jhb
Radio	A07 Pharmacy	Gav	Galderma	Benzac Acne Treatment	Net#work BBDO Jhb*	First#Left Jhb
Radio	A07 Pharmacy	Glenda	Galderma	Benzac Acne Treatment	Net#work BBDO Jhb*	First#Left Jhb
Radio	A08 Clothing, Footwear & Accessories	Verwoerd vs Mandela	Everlast	Boxing Equipment	JWT Jhb*	Freq'ncy Jhb
Radio	A10 Cars & Automotive Services	Bud	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Radio	A10 Cars & Automotive Services	Love	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Radio	A10 Cars & Automotive Services	Toby	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Radio	A10 Cars & Automotive Services	Dyer Island Conservation Trust	Volkswagen	VW Bluemotion	Ogilvy CT*	Milestone Studio CT

Radio	A10 Cars & Automotive Services	Meledzo Community Organisation		VW Bluemotion	Ogilvy CT*	Milestone Studio CT
Radio	A12 Restaurants & Fast Food Outlets	Billy	McDonald's	Birthday Parties	DDB Jhb*	Sonovision Studios Jhb
Radio	A12 Restaurants & Fast Food Outlets	Theodore	McDonald's	Birthday Parties	DDB Jhb*	Sonovision Studios Jhb
Radio	A12 Restaurants & Fast Food Outlets	Tiffany	McDonald's	Birthday Parties	DDB Jhb*	Sonovision Studios Jhb
Radio	A13 Travel, Transport & Tourism	Brave Women	Comair	Kulula	KingJames CT*	Sonovision Studios Jhb
Radio	A13 Travel, Transport & Tourism	Cloud Time	Comair	Kulula	KingJames CT*	Sonovision Studios Jhb
Radio	A13 Travel, Transport & Tourism	Magnificent Men	Comair	Kulula	KingJames CT*	Sonovision Studios Jhb
Radio	A15 Publications & Media	Female Voiceover	Independent Newspapers	Career Times	Lowe Bull CT*	Spaced Out Sound CT
Radio	A16 Banking, Investment & Insurance	2012	Frank.net	Live Cover	FoxP2 CT*	The Work Room CT
Radio	A16 Banking, Investment & Insurance	Mall	Frank.net	Live Cover	FoxP2 CT*	The Work Room CT
Radio	A16 Banking, Investment & Insurance	Star Jumps	Frank.net	Live Cover	FoxP2 CT*	The Work Room CT
Radio	A21 Fundraising & Appeals	Albertina Sisulu	Nelson Mandela Foundation	Charity	Grey Jhb*	Sterling Sound Jhb
Radio	A21 Fundraising & Appeals	Martin Luther King	Nelson Mandela Foundation	Charity	Grey Jhb*	Sterling Sound Jhb
Radio	A21 Fundraising & Appeals	Nelson Mandela	Nelson Mandela Foundation	Charity	Grey Jhb*	Sterling Sound Jhb
Radio	A21 Fundraising & Appeals	Oliver Tambo	Nelson Mandela Foundation	Charity	Grey Jhb*	Sterling Sound Jhb
Radio	B01 Best Use of Music and/or Sound Design	Nelson Mandela	Nelson Mandela Foundation	Charity	Grey Jhb*	Sterling Sound Jhb
Radio	B02 Best Scriptwriting	Brad	Galderma	Benzac Acne Treatment	Net#work BBDO Jhb*	First#Left Jhb
Radio	B02 Best Scriptwriting	Bud	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Radio	B02 Best Scriptwriting	Love	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Radio	B02 Best Scriptwriting	Toby	Mercedes-Benz	Accident Avoidance Features	Net#work BBDO Jhb*	First#Left Jhb
Press	A08 Cosmetics & Beauty	Can	Yardley	Oatmeal Clear Spot	Bester Burke Slingers CT	
Press	A13 Cars	Busker	Volkswagen	VW Golf	Ogilvy CT	
Press	A13 Cars	Paris Hilton	Volkswagen	VW Golf	Ogilvy CT	
Press	A13 Cars	Rave	Volkswagen	VW Golf	Ogilvy CT	
Press	A18 Travel, Transport & Tourism	Reunion	Avis	Luxury Car Hire	Ireland/Davenport Jhb	
Press	A26 Commercial Public Services	Spam Filter	Mweb	Mweb Spam Filter	FoxP2 CT	
Press	A29 Public Awareness Messages	Dugong	Endangered Wildlife Trust	Wildlife Protection Programme	TBWAHuntLascaris Jhb	
Press	A29 Public Awareness Messages	Riverine Rabbit	Endangered Wildlife Trust	Wildlife Protection Programme	TBWAHuntLascaris Jhb	
Press	A29 Public Awareness Messages	Wild Dog	Endangered Wildlife Trust	Wildlife Protection Programme	TBWAHuntLascaris Jhb	

Full shortlists:

- Direct: [website](#) and [pdf](#)
- Promo & Activations: [website](#) and [pdf](#)
- PR: [website](#) and [pdf](#)
- Outdoor: [website](#) and [pdf](#)
- Media: [website](#) and [pdf](#)
- Radio: [website](#) and [pdf](#)
- Press Lions: [website](#) and [pdf](#)
- Film Lions: to be announced Friday 24 June
- Titanium and Integrated Lions: to be announced Friday 24 June
- Film Craft Lions: to be announced Friday 24 June
- Creative Effectiveness Lions: to be announced Friday 24 June
- Grand Prix for Good: to be announced Saturday 25 June

Winners will be announced:

- Monday night 20 June: Direct, Promo & Activation, PR
- Tuesday night 21 June: Outdoor, Media, Radio
- Wednesday night 22 June: Press, Cyber, Design
- Saturday night 25 June: Film, Film Craft, Titanium and Integrated, Grand Prix for Good

For more:

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