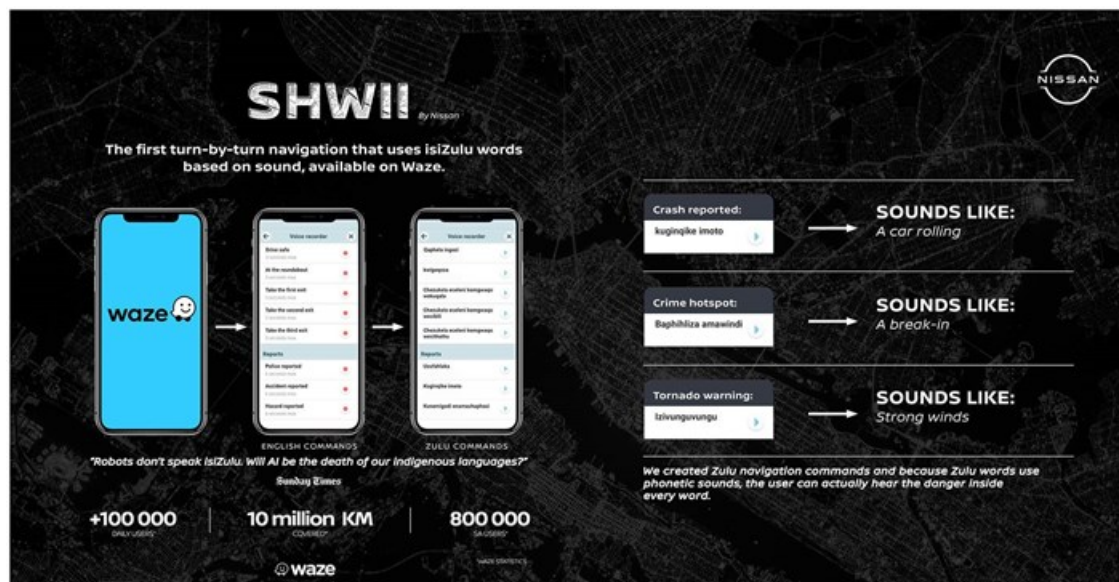


# SA agencies on Cannes Lions 2022 Engagement shortlists

The Cannes Lions 2022 shortlists for Engagement have been released, with VMLY&R, TBWA/Hunt/Lascaris, Johannesburg and Ogilvy with entries shortlisted. The agencies have a combined nine entries in the shortlists.



Source: © ididthat [ididthat](#) TBWA/Hunt/Lascaris Johannesburg / Samish Johannesburg's entry Shwii by Nissan for client Nissan is shortlisted in Media: Automotive

The Engagement category includes Creative B2B, Creative Data, Direct, Media, PR and Social and Influence.

VMLY&R has five entries on the shortlists with its Vodacom Anti-hijack Ad's, for client Vodacom, shortlisted in Creative Data: Data-enhanced Creativity and Creative Data: Data-driven Targeting.

The campaign is also shortlisted in the Media category under Use of Mobile and Use of Real-Time Data. Media Carat is the media agency.

Its fifth shortlisted entry is from its Cape Town office for its Nugen campaign for client Colgate under Direct: Consumer Goods.

Ogilvy has three entries on the shortlists. It's Bride Armour for client Carling Black Label (AB InBev) is on two shortlists; in Media: Use of Events and PR: Food & Drink and PR: Use of Events and Stunts. In both PR entries, the public relations agency is Ogilvy SA.

TBWA/Hunt/Lascaris Johannesburg / Samish Johannesburg's entry Shwii by Nissan for client Nissan SA is shortlisted in Media: Automotive. The media agency is OMD Johannesburg.



### SA adds three more Lions to Cannes 2022 tally

22 Jun 2022



## Cannes Lions awarded

Winners announced for the Craft category saw Joe Public United and VMLY&R awarded a Bronze Lion each in the Cannes Lions 2022 Craft category, under Design. Ogilvy was awarded a Silver Lion together with Ogilvy Japan for Industry Craft: Outdoor for Sound Tour for Spotify.

So far South Africa has won one Gold, three Silver, three Silver Campaign, and four Bronze Lions.



### Save the date for Cannes Trend Talks 2022

15 Jun 2022



See all the [Shortlists](#).

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