

Print & Publishing Lions shortlist

The Cannes Lions Print & Publishing Lions shortlist has been released, with work from two SA agencies making it to the final round at Cannes Lions 2019.



The Communication Track looks at the big creative idea, where campaigns are brought to life through brilliant partnerships, people and storytelling.

The Print & Publishing Lions celebrate creativity in circulation.

Work in this category exhibits ingenuity and outstanding craftsmanship in published media, showcasing ideas that leap off the page.

Neo Mashigo, chief creative officer (CCO) for M&C Saatchi Group SA as well as the founder of I See A Different You, is serving on this year's Cannes Lions Print & Publications jury.



#CannesLions2019: "Purpose-driven work led by conscious consumerism" - Neo Mashigo

Leigh Andrews 13 Jun 2019

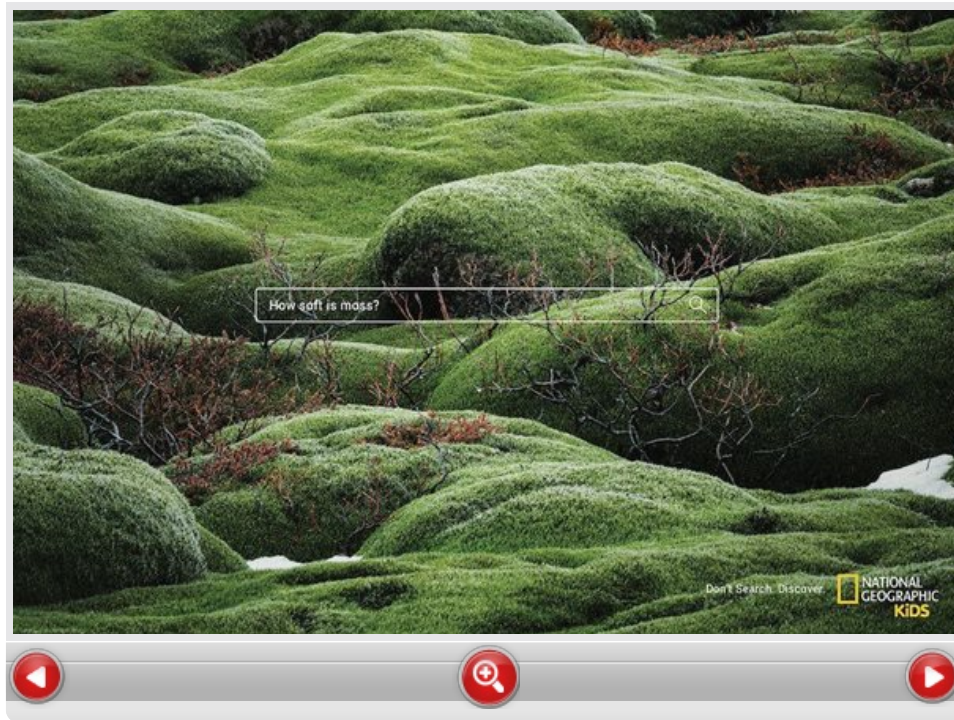


Olivier Altmann, co-founder, CEO & chief creative officer of Altmann + Pacreau, France is Print & Publishing Lions jury president.

Throughout his career, Altmann has been recognised as one of the best chief creative officers in the world and since launching his independent agency in 2014, he has been named as a president at the French Advertising Association.

Ogilvy Cape Town's 'Book of Dirt' for Unilever's Omo washing powder, with production work by The Institute, Cape Town made it onto the shortlist in the 'Commercial Publications' category.

FoxP2 Cape Town's 'Don't Search - discover': 'Moss', 'Echo' and 'Snow' work for *National Geographic's National Geographic Kids* made it onto the shortlist in the 'Media/Entertainment' category.



All the winners will be announced during the first Cannes Lions Communication track award ceremony from 7pm on Monday, 17 June.

View the [Print & Publishing 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!

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