

## PR shortlist

The Cannes Lions PR shortlist has been released, with SA seeing 4 entries make it to the final round at Cannes Lions 2019.



The Reach Track recognises the insight, strategy and planning that enables brands to effectively engage consumers, at scale, and be heard amid the ongoing battle for attention.

The PR Lions celebrate creative work which successfully builds trust and cultivates relationships, utilising mainly earned-media tactics or channels to influence public dialogue and ultimately change perceptions.

Michelle Hutton, managing director of global clients at Edelman global is the 2019 PR Lions jury president.

With an extensive career spanning various roles across communications, Hutton has led award-winning teams around the world.

**Ogilvy Johannesburg's** work for Philips and The Nelson Mandela Foundation's #ShaveToRemember is shortlisted in the Events and Stunts and Single-Market Campaign categories.

**Ogilvy Johannesburg's** work for AB-InBev's Castle #LoseTheLabel is shortlisted in the Single-Market Campaign category.

**FCB Africa's** 'The Phonetic Can' for Coca-Cola, with production work by Audio Militia Johannesburg, Bioscope Films Johannesburg, FuelContent Cape Town, Left Post Production Johannesburg and Pressure Cooker Studios Cape Town, as well as media by MediaCom Johannesburg and PR by Playmakers Johannesburg, is shortlisted in the Social Behaviour & Cultural Insight category.

All the winners will be announced during the Cannes Lions Reach track award ceremony from 7pm on Wednesday, 19 June.

View the [PR 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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