

Creative Effectiveness shortlist

The Creative Effectiveness shortlist has been released, with 23 entries making it to the final round at Cannes Lions 2016...

There are no South African entries on the shortlist:

Creative Effectiveness Lions shortlist

Title	Client	Product	Entrant Company	Country
A01 (Creative Effectiveness)				
MONTY'S CHRISTMAS	JOHN LEWIS	RETAIL	ADAM&EVEDDB London	UNITED KINGDOM
INFREQUENT FLYERS	TIGERAIR	TRAVEL/TOURISM	McCANN MELBOURNE	AUSTRALIA
THE AKANKSHA FOUNDATION - SUSTAINED	THE AKANKSHA FOUNDATION	NON-PROFIT ORGANISATION RUNNING SCHOOLS FOR UNDERPRIVILEGED CHILDREN	OGILVY & MATHER MUMBAI	INDIA
THE WORLD'S TOUGHEST JOB	AMERICAN GREETINGS	AMERICAN GREETINGS	MULLENLOWE Boston	USA
SMELLCOME TO MANHOOD	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY
MACITBETTER	McDONALD'S	BIG MAC	DDB Sydney	AUSTRALIA
HENNESSY WILD RABBIT	HENNESSY / LVMH	HENNESSY	DROGA5 New York	USA
UNDER ARMOUR I WILL WHAT I WANT	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA
SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA
#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA
#MYFAMILYCAN	SPC ARDMONA	SPC PACKAGED FRUITS & VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA
RAISING EYEBROWS AND SUBSCRIPTIONS	THE ECONOMIST	NEWSPAPER	PROXIMITY LONDON	UNITED KINGDOM
MADDEN NFL 15	EASPORTS	MADDEN NFL 15	HEAT San Francisco	USA
THE YEAR OF THE SUPERSTAR	ADIDAS ORIGINALS	SUPERSTAR	JOHANNES LEONARDO New York	USA
ARIEL - SHARE THE LOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA
THE PAPER SKIN	FEDRIGONI	CONSTELLATION JADE (OPALESCEANT PAPER GROUP)	GEOMETRY GLOBAL GERMANY Frankfurt	GERMANY
VF FAKKA	VODAFONE EGYPT	COMMUNICATION	J. WALTER THOMPSON CAIRO	EGYPT
DISHES	FINISH UK	DETERGENT	WIEDEN+KENNEDY London	UNITED KINGDOM
THERE IS NO BIGGER PRIZE THAN SHARING	LOTerias Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN
CHRISTMAS IF FOR SHARING - 1914: A CHRISTMAS TRUCE	SAINSBURY'S	SUPERMARKET	AMBBDO London	UNITED KINGDOM
CELEBRATE	DEPARTMENT FOR TRANSPORT	ROAD SAFETY	AMBBDO London	UNITED KINGDOM
UNBELIEVABLE CAMPAIGN	PEPSI	PEPSI MAX	AMBBDO London	UNITED KINGDOM

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