

Media shortlist

The Cannes Lions Media shortlist has been released, with a single SA campaign making the cut!



The Media Lions celebrate the context of creativity. Entries need to demonstrate an inspiring and innovative implementation of ideas in work that's enhanced and amplified by a game-changing channel strategy.

There are 290 entries on the shortlist, including the following South African work:

Native VML's One Source campaign: Absolut, with production by Egg Films, media by Vizeum Cape Town, PR by Capacity Relations and additional work by Enterprise Republic, features in the category 'Use of Branded Content created for Digital or Social Media'.

[Click here](#) to view the Media Lions shortlist in full.

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

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