

Creative e-Commerce Lions shortlist

The Cannes Lions Creative e-Commerce Lions shortlist has been released.

The Brand Experience & Activation Lions celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement.

Rob Reilly, global creative chairman of McCann Worldgroup is the 2018 Brand Experience & Activation Lions jury president.



All the winners will be announced during the Cannes Lions Experience track award ceremony from 7pm on Tuesday, 19 June. You can view the [Creative e-Commerce Lions](#) shortlist in full.

The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

For more, visit: <https://www.bizcommunity.com>