

# Creative Strategy shortlist

The Cannes Lions Creative Strategy shortlist has been released.



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 Creative Strategy Lion will celebrate the idea behind the idea, how strategic planning can redefine a brand, reinvent its business, and influence consumers or

wider culture.

Tracey Follows, founder at Futuremade, global is the 2019 Creative Strategy Lions jury president.

Follows works with brands and helps them develop strategies to futureproof their organisations. Prior to launching her futures consultancy, she worked as head of strategy at Wired Consulting, chief strategy and innovation officer at the Future Laboratory and chief strategy officer at J. Walter Thompson Worldwide and London.

No South African entries were shortlisted.

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

View the [Creative Strategy 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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