

Media shortlist

The Cannes Lions Media 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 Media Lions celebrate the context of creativity - the inspiring and innovative implementation of ideas. That is, work which is enhanced and amplified by a game-changing channel strategy.

Michael Zylstra, chief strategy officer at Dentsu Aegis Network Sub-Saharan Africa (DAN SSA), is serving on this year's Cannes Lions Media jury.



#CannesLions2019: "The idea-amplifying town square of creativity, marketing, and media" - Michael Zylstra

Leigh Andrews 11 Jun 2019



Karen Blackett OBE, WPP UK country manager and MediaCom chairwoman UK & Ireland, WPP, UK is the 2019 Media Lions jury president.

As country manager for WPP and chairperson of MediaCom UK, Blackett is guardian for 17,000 people and 124 operating brands in the UK. She was awarded an OBE in 2014 and acts as a Business Ambassador to the Department of International Trade.

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 [Media 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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