

# Creative Effectiveness shortlist

The Cannes Lions Creative Effectiveness shortlist has been released.



The Impact Track celebrates commercial creative effectiveness and the techniques used to measure and impact branded communications.

The Creative Effectiveness Lions celebrate the measurable impact of creativity and hard results over the long term. Work that has shown tangible business effects, was instrumental to cultural change or integral in the achievement of brand purpose.

John Seifert, worldwide chief executive of Ogilvy, global is the 2019 Creative Effectiveness Lions jury president.

A 39-year veteran at Ogilvy & Mather, Seifert has worked across the Ogilvy network in a range of client leadership and management positions.

No South African entries were shortlisted.

All the winners will be announced during the Cannes Lions Impact track award ceremony from 7pm on Thursday, 20 June.

View the [Creative Effectiveness 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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