

SA agencies on Cannes Lions 2022 Engagement shortlists

The Cannes Lions 2022 shortlists for Engagement have been released, with VMLY&R, TBWA/Hunt/Lascaris, Johannesburg and Ogilvy with entries shortlisted. The agencies have a combined nine entries in the shortlists.



Source: © ididthat ididthat TBWA/Hunt/Lascaris Johannesburg / Samish Johannesburg's entry Shwii by Nissan for client Nissan is shortlisted in Media: Automotive

The Engagement category includes Creative B2B, Creative Data, Direct, Media, PR and Social and Influence.

VMLY&R has five entries on the shortlists with its Vodacom Anti-hijack Ad's, for client Vodacom, shortlisted in Creative Data: Data-enhanced Creativity and Creative Data: Data-driven Targeting.

The campaign is also shortlisted in the Media category under Use of Mobile and Use of Real-Time Data. Media Carat is the media agency.

Its fifth shortlisted entry is from its Cape Town office for its Nugen campaign for client Colgate under Direct: Consumer Goods.

Ogilvy has three entries on the shortlists. It's Bride Armour for client Carling Black Label (AB InBev) is on two shortlists; in Media: Use of Events and PR: Food & Drink and PR: Use of Events and Stunts. In both PR entries, the public relations agency is Ogilvy SA.

TBWA/Hunt/Lascaris Johannesburg / Samish Johannesburg's entry Shwii by Nissan for client Nissan SA is shortlisted in Media: Automotive. The media agency is OMD Johannesburg.



SA adds three more Lions to Cannes 2022 tally

22 Jun 2022

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Cannes Lions awarded

Winners announced for the Craft category saw Joe Public United and VMLY&R awarded a Bronze Lion each in the Cannes Lions 2022 Craft category, under Design. Ogilvy was awarded a Silver Lion together with Ogilvy Japan for Industry Craft: Outdoor for Sound Tour for Spotify.

So far South Africa has won one Gold, three Silver, three Silver Campaign, and four Bronze Lions.



Save the date for Cannes Trend Talks 2022

15 Jun 2022

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See all the Shortlists.

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