

Direct shortlist

The Cannes Lions Direct shortlist has been released.



The Direct Lions celebrate response-driven and relationship-building creativity. Entries need to demonstrate the pursuit and application of customer relationships, directly targeting a specific audience with a call-to-action which produces measurable and meaningful results..

There are 214 entries on the shortlist.

[Click here](#) to view the Direct Lions shortlist in full.

The Festival of Creativity runs from 17-24 June 2017, 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>