

Design shortlist

The Cannes Lions Design shortlist has been released, with five SA campaigns making the cut!



The Design Lions celebrate visual craftsmanship. Entries need to demonstrate how design has been used to define a brand or communicate its key messages. It's all about work where a unique visual identity leads to consumer recognition or understanding.

There are 278 entries on the shortlist, including the following South African work:

- **Ogilvy JHB** for Viacom/MTV Africa's #Letstalkcolour (Social Engagement)
- **Native VML** for *Huffington Post*'s Stop the Cycle, with PR by The Digital Media Consultancy (Social Engagement)
- **OpenCo** for Soweto Gold 76 Marked by Bravery (Special Editions and Promotional Packaging)
- **TBWA/Hunt/Lascaris** for Goodbye Malaria's Beautiful Pathogens, with production by TBWA in Africa (Illustration: Packaging)
- **M&C Saatchi Abel** for Rocketseed SA's Stamps for Good (Illustration: Digital)

[Click here](#) to view the Design 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.

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