

## Creative Effectiveness shortlist

The Cannes Lions Creative Effectiveness shortlist has been released.



The Creative Effectiveness Lions celebrate the measurable impact of creativity. Entries need to demonstrate hard results over the long term: How the work drove tangible business effects, was instrumental to cultural change or integral in the achievement of brand purpose.

Egg Films' Terence Neale also directed Adidas Originals' 'Your future is not mine' with Johannes Leonardo New York with production company RSA Films, which was awarded a Bronze Lion.

There are 34 entries on the shortlist. [Click here](#) to view the Creative Effectiveness 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/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.

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