

Cannes Film shortlists released

Of the 521 films shortlisted at Cannes Lions this year, 14 are South African - with Lowe Bull leading the pride, followed by Ogilvy South Africa. The Titanium Lions shortlist and results will only be announced on Saturday, 24 June 2006.

South African films on the Film shortlist are as follows:

02 Sweet Foods & Snacks

TBWA\Hunt\Lascaris

05 Household: Cleaning Products

King James

08 Cosmetics & Beauty

Lowe Bull x3

10 Pharmacy

Lowe Bull

13 Cars

TBWA\Hunt\Lascaris
Suburban Films

14 Other Vehicles, Auto Products & Services

Ogilvy South Africa

16 Retail Stores

Ogilvy South Africa

20 Publications & Media

Ogilvy South Africa

26 Public Health & Safety

Net#work BBDO

28 Fundraising & Appeals

Saatchi & Saatchi x2

Full details are available at www.canneslions.com/winners_site/film/.

In Film, USA had the most entries shortlisted by far with 146; UK 64; France 30; Argentina 29; The Netherlands 24. 40 films were shortlisted in the Cars category, closely followed by 34 in Publications and Media and 33 in Entertainment and Leisure.

The Titanium Lions jury, headed by David Lubars, have selected three entries for the shortlist, which will be announced alongside the winner on Saturday night. States Lubars, "Because Titanium is such a prestigious and specialised award, the shortlist is short - three in total. We prefer to hold this list to avoid creating too much conjecture before the awards ceremony."

For more information, go to www.lionsdailynews.com.

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