

PR Lions shortlist

The Cannes Lions PR shortlist has been released, with SA seeing an entry make it to the final round at Cannes Lions 2017



Lions PR celebrates creative excellence in PR and corporate communications, which successfully builds trust and cultivates relationships with credible third-parties, using mainly earned-media tactics or channels to influence public dialogue and ultimately change perceptions and behaviours in ways that protect and enhance the reputation and business of an organisation or brand with its target audiences.

'Sunlight saves water', created for client Unilever SA's 'Sunlight washing powder with new Smartfoam' by **The Hardy Boys**, with Ogilvy Johannesburg supporting with PR, made it onto the Fast-Moving Consumer Goods or FMCG PR category shortlist.

[Click here](#) to view the PR 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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