

Print & Publishing shortlist

The Cannes Lions Print & Publishing shortlist has been released, with SA seeing work from a single agency make it to the final round at Cannes Lions 2017



The Print & Publishing Lions celebrate creativity in circulation. Entries need to demonstrate ideas that leap off the page and exhibit ingenuity and outstanding craftsmanship in published media.

Y& R SA's Mandevu Beard Care Beard Balm 'Indian', 'Kenyan', 'Kenyan 2' and 'Englishman' campaign made it onto the Cosmetics & Toiletries shortlist, with additional work by Creative Y&R Nairobi.

[Click here](#) to view the Print & Publishing 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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