

# Radio shortlist

The Cannes Lions Radio shortlist has been released, with many SA campaigns making the cut!



The Radio Lions celebrate creativity for the airwaves. Entries need to demonstrate ideas that are wired for sound through work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling.

There are 177 entries on the shortlist, including the following South African work:

- **FoxP2** and We Love Jam CT: Ster-Kinekor - 'Bearded Icarus' (Entertainment & Leisure)
- **Y&R SA** (with Y&R Hong Kong): Gui Ling Yuang Fang Herbal Tea - 'Collection of Poophemisms' (Script)
- **Y&R SA** (with Y&R Hong Kong): Gui Ling Yuang Fang Herbal Tea - 'Collection of Poophemisms', 'Assortment of Poophemisms', 'Selection of Poophemisms' (Casting & Performance)
- **Publicis Machine**: Anti-Anxiety Medicines Biral - 'Gymboy' (Script)
- **FCB CT** and We Love Jam CT: Bloom Pharmacy - 'Flight' (Healthcare & Pharmacy)
- **FCB CT** and We Love Jam CT: Bloom Pharmacy - 'Mall' and 'Flight' (Script)
- **FCB CT**: Exclusive Books 'Penguin Classics Radio' – Green Cover (Script)
- **FCB CT**: Exclusive Books 'Penguin Classics Radio' – Green Cover, Orange Cover (Casting & Performance)
- **TBWA Hunt Lascaris**: Tiger Brands Doom - 'Fly on the Bedroom Wall' and 'Fly on the Livingroom Wall' (Household Goods)
- **TBWA in Africa** and Produce Sound: Student Flights US Promo - 'The US President' (Travel & Transport; Casting & Performance)
- **TBWA in Africa** and Produce Sound: Student Flights US Promo - 'The US President' and 'Knowledge' (Sound Design)
- **Grey Africa** and Fine Tune Studios: Duracell Duralock - 'Paris', 'Britney' and 'Harry' (Miscellaneous)
- **Ogilvy JHB**: KFC Doubledown's Sad Man Meal - 'No one cheers', 'Repeat the Punchline', 'Long Red Thin Shape' (Restaurants & Fast Food Chains; Script)
- **Ogilvy JHB**: KFC Virgin Mojito - 'Preschool Concert in a Dark Jacket', 'Welding Mask on a Plane', 'Costume for the Carpool' (Script)
- **The WorkRoom CT** was also involved in production for GGH MullenLowe Hamburg's IKEA Storage Solutions (Home Appliances, Furnishings, Consumer Electronics & Technology)

[Click here](#) to view the Radio Lions shortlist in full.

For more, visit: <https://www.bizcommunity.com>