

Industry Craft shortlist

The Cannes Lions Industry Craft Lions shortlist has been released, with SA seeing a single production company feature in the final round at Cannes Lions 2018.

The Industry Craft Lions celebrate the creative artistry, talent and skill required to deliver a beautifully executed solution and bring a creative idea to life - demonstrating expertise and vision in the application of creative techniques.



Yang Yeo, Creative Kaiju at Hakuhodo Inc. is the 2018 Industry Craft Lions jury president.

DDB South Africa made it onto the 'B03 print and publishing' category for the Commission for Gender Equality's 'Eric' and 'Steve', as well as the 'D02 print and publishing category' for the Commission for Gender Equality's 'Frasier', 'Ethan', 'Eric' and 'Steve'.

Cullinan (Midrand) and Lamppost Productions Johannesburg made it onto the Outdoor category for Absa/Barclays' L'Atelier Art Competition 'Crabman', 'Fist', and 'Wolf'.

All the winners will be announced during the Cannes Lions Craft track award ceremony from 7pm on Wednesday, 20 June. You can view the [Industry Craft Lions](#) shortlist in full.

The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

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