

Cannes Lions: SA makes all Monday shortlists

CANNES, FRANCE: The 57 Cannes Lions International Advertising Festival commenced late last week with judging, and the first set of shortlists have been released this morning, Monday, 21 June 2010. South African agencies have made all of them: Direct, Promo & Activation, PR, Outdoor, Media, Radio and Press. Here's holding thumbs! [[twitterfall](#)] [[blog](#)]



SA shortlisted entries sorted by category

Shortlist	Category	Title	Advertiser/client	Product/service	Entrant company	Media/production agency
Direct	A02 Dimensional Mailing	ARV PLECTRUMS	ROCK4AIDS	AIDS AWARENESS NGO	JOE PUBLIC Johannesburg	
Direct	A02 Dimensional Mailing	TOY SOLDIERS	UNICEF	CHILD SOLDIER AWARENESS	Y&R SOUTH AFRICA Johannesburg	
Direct	A07 Ambient Media (Large Scale)	GOODBYE CITI	VOLKSWAGEN SOUTH AFRICA	CITI GOLF	OGILVY CAPE TOWN	
Direct	C11 Charities, Public Health & Safety, Public Awareness Messages	GET A NEW PERSPECTIVE ON HISTORY	DITSONG: MUSEUM OF MILITARY HISTORY	WORLD WAR ONE EXHIBIT	IRELAND/DAVENPORT Johannesburg	
Direct	C11 Charities, Public Health & Safety, Public Awareness Messages	MY FIRST BOOK PROJECT	GLOBAL LITERACY PROJECT	LITERACY PROJECT	JWT CAPE TOWN	
Direct	C11 Charities, Public Health & Safety, Public Awareness Messages	THE CHANGING FACE	PROJECT CONCERN INTERNATIONAL	ANTI-DOMESTIC VIOLENCE CAMPAIGN	OGILVY CAPE TOWN	
Promo & Activation	A05 Best Use of Merchandising/In-Store Marketing, including Promotional Packaging	MUMS CAULIFLOWER	NESTLÉ SOUTH AFRICA	ICE CREAM	JWT JOHANNESBURG	
Promo & Activation	A05 Best Use of Merchandising/In-Store Marketing, including Promotional Packaging	PEEPHOLES	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
PR	B03 Best Use of Live Events and or Celebrity endorsement	GOODBYE CITI	VOLKSWAGEN SOUTH AFRICA	CITI GOLF	OGILVY CAPE TOWN	
PR	B03 Best Use of Live Events and or Celebrity endorsement	GOODBYE CITI	VOLKSWAGEN SOUTH AFRICA	CITI GOLF	OGILVY CAPE TOWN	
Outdoor	B03 Consumer Products: Household	RING	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	
Outdoor	B05 Consumer Products: Clothing, Footwear & Accessories	DRAGON	JELLY CAMERAS	KIDS CAMERAS	EURO RSCG SOUTH AFRICA Johannesburg	
Outdoor	B05 Consumer Products: Clothing, Footwear & Accessories	MONSTER	JELLY CAMERAS	KIDS CAMERAS	EURO RSCG SOUTH AFRICA Johannesburg	
Outdoor	B06 Consumer Services	AIR POLLUTION	8 INK MEDIA	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FoxP2 Cape Town	
Outdoor	B06 Consumer Services	CROPS	INDEPENDENT NEWSPAPERS	CAPE TIMES	LOWE BULL Cape Town	

Outdoor	B06 Consumer Services	DEFORESTATION	8 INK MEDIA	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FoxP2 Cape Town	
Outdoor	B08 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	BOTTLE TOP	ENDANGERED WILDLIFE TRUST	MARINE AND COASTAL PROGRAMME	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	B08 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	GOLF BALL	ENDANGERED WILDLIFE TRUST	MARINE AND COASTAL PROGRAMME	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	B08 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	LIGHTER	ENDANGERED WILDLIFE TRUST	MARINE AND COASTAL PROGRAMME	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	B08 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	ROPE	ENDANGERED WILDLIFE TRUST	MARINE AND COASTAL PROGRAMME	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	C01 Ambient: Bars, Restaurants & Stores, etc.	MADONNA & CHILD(REN)	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
Outdoor	C01 Ambient: Bars, Restaurants & Stores, etc.	NUTS	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
Outdoor	C01 Ambient: Bars, Restaurants & Stores, etc.	TUMBLEWEED	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
Outdoor	C01 Ambient: Bars, Restaurants & Stores, etc.	YOKO ONO	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
Outdoor	C02 Ambient: Small Scale Special Solutions	FACES	PROCTER & GAMBLE	PANTENE NATURE FUSION	GREY SOUTH AFRICA Johannesburg	
Outdoor	C03 Ambient: Special Build	A WRECKED LIFE	BRANDHOUSE	ANTI-DRINK DRIVING	FoxP2 Cape Town	
Outdoor	C03 Ambient: Special Build	ALEXANDRA TOWNSHIP	INTERNATIONAL ORGANISATION FOR MIGRATION	ANTI-HUMAN TRAFFICKING	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	C03 Ambient: Special Build	FLYING FISH	GREENPEACE	ENVIRONMENTAL AWARENESS	OGILVY JOHANNESBURG	
Outdoor	C03 Ambient: Special Build	HILLBROW	INTERNATIONAL ORGANISATION FOR MIGRATION	ANTI-HUMAN TRAFFICKING	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	C03 Ambient: Special Build	SCHOOL	INTERNATIONAL ORGANISATION FOR MIGRATION	ANTI-HUMAN TRAFFICKING	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	C03 Ambient: Special Build	THE CHANGING FACE	PROJECT CONCERN INTERNATIONAL	AWARENESS OF VIOLENCE AGAINST WOMEN	OGILVY CAPE TOWN	
Outdoor	C04 Ambient: Stunts & Live Advertising	NEED FOR SPEED?	X-BOX 360	DRIVING GAMES	Y&R SOUTH AFRICA Johannesburg	
Media	A04 Best Use of Magazines	WORDS	VELOCITY FILMS	PRODUCTION HOUSE	DDB SOUTH AFRICA Johannesburg *	
Media	A16 Best Localisation Campaign	PARK ASSIST	VOLKSWAGEN SOUTH AFRICA	GOLF 6	OGILVY CAPE TOWN *	MEDIACOMPETE Johannesburg
Media	C13 Charities, Public Health & Safety, Public Awareness Messages	CAN A LOLLIPOP SAVE A LIFE?	NATIONAL AIDS HELPLINE	CONTRACEPTION AWARENESS	OGILVY CAPE TOWN *	
Radio	A01 Foods	RAPPER	CADBURY'S SOUTH AFRICA	CLORETS BREATH MINTS	OGILVY CAPE TOWN *	B&S STUDIOS Cape Town
Radio	A01 Foods	URL	I&J	OMEGA 3 FISH FINGERS	NET#WORK BBDO CAPE TOWN *	THE WORK ROOM Cape Town
Radio	A10 Cars & Automotive Services	CREEPER TARTS	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG *	SONOVISION STUDIOS Johannesburg
Radio	A10 Cars & Automotive Services	EL LOCO	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG *	SONOVISION STUDIOS Johannesburg

Radio	A10 Cars & Automotive Services	EMOTIONAL SATNAV	LEXUS	MARK LEVINSON SOUND SYSTEM	DRAFTFCB JOHANNESBURG *	FREQ'NCY Johannesburg
Radio	A10 Cars & Automotive Services	STOP	MERCEDES-BENZ THAILAND	BRAKE-ASSIST TECHNOLOGY	LOWE Bangkok *	STERLING SOUND Johannesburg
Radio	A13 Travel, Transport & Tourism	BARRY	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	A13 Travel, Transport & Tourism	MOIRA	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	A13 Travel, Transport & Tourism	NEVILLE	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	A14 Entertainment & Leisure	BANKS	EVERLAST SOUTH AFRICA	BOXING EQUIPMENT	JWT JOHANNESBURG *	SONOVISION STUDIOS Johannesburg
Radio	A14 Entertainment & Leisure	PHONE COMPANIES	EVERLAST SOUTH AFRICA	BOXING EQUIPMENT	JWT JOHANNESBURG *	SONOVISION STUDIOS Johannesburg
Radio	A15 Publications & Media	PIGEON	DSTV	SATELLITE TV NETWORK	OGILVY JOHANNESBURG *	STERLING SOUND Johannesburg
Radio	A17 Business Equipment & Services	FANTASY QUEST	NETSURIT	IN-OFFICE IT SUPPORT	TBWA\HUNT\LASCARIS JOHANNESBURG *	PRODUCE SOUND Johannesburg
Radio	B02 Best Scriptwriting	BARRY	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	B02 Best Scriptwriting	EL LOCO	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG *	SONOVISION STUDIOS Johannesburg
Radio	B02 Best Scriptwriting	FANTASY QUEST	NETSURIT	IN-OFFICE IT SUPPORT	TBWA\HUNT\LASCARIS JOHANNESBURG *	PRODUCE SOUND Johannesburg
Radio	B02 Best Scriptwriting	MOIRA	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	B02 Best Scriptwriting	NEVILLE	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Press	A07 Home Appliances & Furnishings	GUN	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	
Press	A07 Home Appliances & Furnishings	RING	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	
Press	A07 Home Appliances & Furnishings	WATCH	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	
Press	A13 Cars	EVERYWHERE URL	LAND ROVER	LAND ROVER	Y&R SOUTH AFRICA Johannesburg	
Press	A14 Other Vehicles, Auto Products & Services	FOREST	VOLKSWAGEN SOUTH AFRICA	VW CRAFTER	OGILVY CAPE TOWN	
Press	A14 Other Vehicles, Auto Products & Services	WEDDING	VOLKSWAGEN SOUTH AFRICA	VW CRAFTER	OGILVY CAPE TOWN	
Press	A29 Public Awareness Messages	FLUFFY TOY DOG	UNICEF	ANTI-CHILD ABUSE	Y&R SOUTH AFRICA Johannesburg	
Press	A29 Public Awareness Messages	TOY BLOCKS	UNICEF	ANTI-CHILD ABUSE	Y&R SOUTH AFRICA Johannesburg	
Press	A29 Public Awareness Messages	TOY SOLDIERS	UNICEF	ANTI-CHILD ABUSE	Y&R SOUTH AFRICA Johannesburg	

Category	No. of SA entries	No. of SA shortlisted	Percentage SA shortlisted of total shortlist	Percentage of SA shortlisted of total SA entries per category
PR	7	1	1.149%	14.285%
Direct	39	6	3.658%	15.384%
Radio	121	17	9.55%	14.049%
Promo	41	2	1.333%	2.439%
Press	201	9	2.278%	4.477%
Outdoor	141	22	5.25%	15.602%
Media	39	3	1.507%	7.692%

SA shortlisted entries sorted by agency

Shortlist	Category	Title	Advertiser/client	Product/service	Entrant company	Media/production agency
Media	A04 Best Use of Magazines	WORDS	VELOCITY FILMS	PRODUCTION HOUSE	DDB SOUTH AFRICA Johannesburg *	
Radio	A10 Cars & Automotive Services	CREEPER TARTS	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG *	SONOMSION STUDIOS Johannesburg
Radio	A10 Cars & Automotive Services	EL LOCO	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG *	SONOMSION STUDIOS Johannesburg
Radio	A10 Cars & Automotive Services	EMOTIONAL SATNAV	LEXUS	MARK LEVINSON SOUND SYSTEM	DRAFTFCB JOHANNESBURG *	FREQ'NCY Johannesburg
Radio	B02 Best Scriptwriting	EL LOCO	TOYOTA	GENUINE TOYOTA PARTS	DRAFTFCB JOHANNESBURG *	SONOMSION STUDIOS Johannesburg
Outdoor	B05 Consumer Products: Clothing, Footwear & Accessories	DRAGON	JELLY CAMERAS	KIDS CAMERAS	EURO RSCG SOUTH AFRICA Johannesburg	
Outdoor	B05 Consumer Products: Clothing, Footwear & Accessories	MONSTER	JELLY CAMERAS	KIDS CAMERAS	EURO RSCG SOUTH AFRICA Johannesburg	
Outdoor	B03 Consumer Products: Household	RING	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	
Outdoor	B06 Consumer Services	AIR POLLUTION	8 INK MEDIA	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FoxP2 Cape Town	
Outdoor	B06 Consumer Services	DEFORESTATION	8 INK MEDIA	NATIONAL GEOGRAPHIC KIDS MAGAZINE	FoxP2 Cape Town	
Outdoor	C03 Ambient: Special Build	A WRECKED LIFE	BRANDHOUSE	ANTI-DRINK DRIVING	FoxP2 Cape Town	
Press	A07 Home Appliances & Furnishings	GUN	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	
Press	A07 Home Appliances & Furnishings	RING	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	
Press	A07 Home Appliances & Furnishings	WATCH	IB McINTYRE	MASTERLOCK	FoxP2 Cape Town	
Outdoor	C02 Ambient: Small Scale Special Solutions	FACES	PROCTER & GAMBLE	PANTENE NATURE FUSION	GREY SOUTH AFRICA Johannesburg	
Direct	C11 Charities, Public Health & Safety, Public Awareness Messages	GET A NEW PERSPECTIVE ON HISTORY	DITSONG: MUSEUM OF MILITARY HISTORY	WORLD WAR ONE EXHIBIT	IRELAND/DAVENPORT Johannesburg	
Direct	A02 Dimensional Mailing	ARV PLECTRUMS	ROCK4AIDS	AIDS AWARENESS NGO	JOE PUBLIC Johannesburg	
Direct	C11 Charities, Public Health & Safety, Public Awareness Messages	MY FIRST BOOK PROJECT	GLOBAL LITERACY PROJECT	LITERACY PROJECT	JWT CAPE TOWN	
Promo & Activation	A05 Best Use of Merchandising/In-Store Marketing, including Promotional Packaging	MUMS CAULIFLOWER	NESTLÉ SOUTH AFRICA	ICE CREAM	JWT JOHANNESBURG	
Radio	A14 Entertainment & Leisure	BANKS	EVERLAST SOUTH AFRICA	BOXING EQUIPMENT	JWT JOHANNESBURG *	SONOMSION STUDIOS Johannesburg
Radio	A14 Entertainment & Leisure	PHONE COMPANIES	EVERLAST SOUTH AFRICA	BOXING EQUIPMENT	JWT JOHANNESBURG *	SONOMSION STUDIOS Johannesburg
Radio	A10 Cars & Automotive Services	STOP	MERCEDES-BENZ THAILAND	BRAKE-ASSIST TECHNOLOGY	LOWE Bangkok *	STERLING SOUND Johannesburg

Outdoor	B06 Consumer Services	CROPS	INDEPENDENT NEWSPAPERS	CAPE TIMES	LOWE BULL Cape Town	
Radio	A01 Foods	URL	I&J	OMEGA 3 FISH FINGERS	NET#WORK BBDO CAPE TOWN *	THE WORK ROOM Cape Town
Radio	A13 Travel, Transport & Tourism	BARRY	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	A13 Travel, Transport & Tourism	MOIRA	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	A13 Travel, Transport & Tourism	NEVILLE	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	B02 Best Scriptwriting	BARRY	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	B02 Best Scriptwriting	MOIRA	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Radio	B02 Best Scriptwriting	NEVILLE	VIRGIN ATLANTIC AIRLINES	UPPER CLASS	NET#WORK BBDO Johannesburg *	FIRST#LEFT Johannesburg
Direct	A07 Ambient Media (Large Scale)	GOODBYE CITI	VOLKSWAGEN SOUTH AFRICA	CITI GOLF	OGILVY CAPE TOWN	
Direct	C11 Charities, Public Health & Safety, Public Awareness Messages	THE CHANGING FACE	PROJECT CONCERN INTERNATIONAL	ANTI-DOMESTIC VIOLENCE CAMPAIGN	OGILVY CAPE TOWN	
PR	B03 Best Use of Live Events and or Celebrity endorsement	GOODBYE CITI	VOLKSWAGEN SOUTH AFRICA	CITI GOLF	OGILVY CAPE TOWN	
PR	B03 Best Use of Live Events and or Celebrity endorsement	GOODBYE CITI	VOLKSWAGEN SOUTH AFRICA	CITI GOLF	OGILVY CAPE TOWN	
Outdoor	C03 Ambient: Special Build	THE CHANGING FACE	PROJECT CONCERN INTERNATIONAL	AWARENESS OF VIOLENCE AGAINST WOMEN	OGILVY CAPE TOWN	
Press	A14 Other Vehicles, Auto Products & Services	FOREST	VOLKSWAGEN SOUTH AFRICA	VW CRAFTER	OGILVY CAPE TOWN	
Press	A14 Other Vehicles, Auto Products & Services	WEDDING	VOLKSWAGEN SOUTH AFRICA	VW CRAFTER	OGILVY CAPE TOWN	
Media	A16 Best Localisation Campaign	PARK ASSIST	VOLKSWAGEN SOUTH AFRICA	GOLF 6	OGILVY CAPE TOWN *	MEDIACOMPETE Johannesburg
Media	C13 Charities, Public Health & Safety, Public Awareness Messages	CAN A LOLLIPOP SAVE A LIFE?	NATIONAL AIDS HELPLINE	CONTRACEPTION AWARENESS	OGILVY CAPE TOWN *	
Radio	A01 Foods	RAPPER	CADBURY'S SOUTH AFRICA	CLORETS BREATH MINTS	OGILVY CAPE TOWN *	B&S STUDIOS Cape Town
Promo & Activation	A05 Best Use of Merchandising/In-Store Marketing, including Promotional Packaging	PEEPHOLES	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
Outdoor	C01 Ambient: Bars, Restaurants & Stores, etc.	MADONNA & CHILD(REN)	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
Outdoor	C01 Ambient: Bars, Restaurants & Stores, etc.	NUTS	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
Outdoor	C01 Ambient: Bars, Restaurants & Stores, etc.	TUMBLEWEED	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
Outdoor	C01 Ambient: Bars, Restaurants & Stores, etc.	YOKO ONO	EXCLUSIVE BOOKS	BOOKS	OGILVY JOHANNESBURG	
Outdoor	C03 Ambient: Special Build	FLYING FISH	GREENPEACE	ENVIRONMENTAL AWARENESS	OGILVY JOHANNESBURG	
Radio	A15 Publications & Media	PIGEON	DSTV	SATELLITE TV NETWORK	OGILVY JOHANNESBURG *	STERLING SOUND Johannesburg
Outdoor	B08 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	BOTTLE TOP	ENDANGERED WILDLIFE TRUST	MARINE AND COASTAL PROGRAMME	TBWAHUNTLASCARIS JOHANNESBURG	

Outdoor	B08 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	GOLF BALL	ENDANGERED WILDLIFE TRUST	MARINE AND COASTAL PROGRAMME	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	B08 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	LIGHTER	ENDANGERED WILDLIFE TRUST	MARINE AND COASTAL PROGRAMME	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	B08 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety, Public Awareness	ROPE	ENDANGERED WILDLIFE TRUST	MARINE AND COASTAL PROGRAMME	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	C03 Ambient: Special Build	ALEXANDRA TOWNSHIP	INTERNATIONAL ORGANISATION FOR MIGRATION	ANTI-HUMAN TRAFFICKING	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	C03 Ambient: Special Build	HILLBROW	INTERNATIONAL ORGANISATION FOR MIGRATION	ANTI-HUMAN TRAFFICKING	TBWAHUNTLASCARIS JOHANNESBURG	
Outdoor	C03 Ambient: Special Build	SCHOOL	INTERNATIONAL ORGANISATION FOR MIGRATION	ANTI-HUMAN TRAFFICKING	TBWAHUNTLASCARIS JOHANNESBURG	
Radio	A17 Business Equipment & Services	FANTASY QUEST	NETSURIT	IN-OFFICE IT SUPPORT	TBWAHUNTLASCARIS JOHANNESBURG *	PRODUCE SOUND Johannesburg
Radio	B02 Best Scriptwriting	FANTASY QUEST	NETSURIT	IN-OFFICE IT SUPPORT	TBWAHUNTLASCARIS JOHANNESBURG *	PRODUCE SOUND Johannesburg
Direct	A02 Dimensional Mailing	TOY SOLDIERS	UNICEF	CHILD SOLDIER AWARENESS	Y&R SOUTH AFRICA Johannesburg	
Outdoor	C04 Ambient: Stunts & Live Advertising	NEED FOR SPEED?	X-BOX 360	DRIVING GAMES	Y&R SOUTH AFRICA Johannesburg	
Press	A13 Cars	EVERYWHERE URL	LAND ROVER	LAND ROVER	Y&R SOUTH AFRICA Johannesburg	
Press	A29 Public Awareness Messages	FLUFFY TOY DOG	UNICEF	ANTI-CHILD ABUSE	Y&R SOUTH AFRICA Johannesburg	
Press	A29 Public Awareness Messages	TOY BLOCKS	UNICEF	ANTI-CHILD ABUSE	Y&R SOUTH AFRICA Johannesburg	
Press	A29 Public Awareness Messages	TOY SOLDIERS	UNICEF	ANTI-CHILD ABUSE	Y&R SOUTH AFRICA Johannesburg	

For the full shortlists, go to:

- [Direct Lions](#)
- [Promo & Activation Lions](#)
- [PR Lions](#)
- [Outdoor Lions](#)
- [Media Lions](#)
- [Radio Lions](#)
- [Press Lions](#)

Cyber and Design Lions shortlists will be released on Tuesday 22 June; Film, Titanium and Integrated, and Film Craft Lions on Friday 25 June; and Grand Prix for Good contenders on Saturday 26 June.

Winners will be announced:

- Monday 21 June: Direct, Promo & Activation, PR
- Tuesday 22 June: Outdoor, Media, Radio
- Wednesday 23 June: Press, Cyber, Design
- Saturday 26 June: Film, Titanium and Integrated, Film Craft, Grand Prix for Good

Special Awards and Young Lions will be released from Tuesday 22 June.

For more:

- Bizcommunity Search: [Cannes Lions](#)
- Bizcommunity Blog: [Damon Stapleton](#) - blogging live from Cannes
- Bizcommunity Twitterfall: [South Africans at Cannes Lions 2010](#)
- Bizcommunity Twitter list: [South Africans at Cannes Lions 2010](#)
- Official site: www.canneslions.com
- Google News Search: [Cannes Lions](#)
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