

# SA's winning work: Promo & Activation

Y&R South Africa Cape Town and Draftfcb Cape Town took home South Africa's first Lions on Monday night, 17 June 2013.

Category	Title	Advertiser/client	Product/service	Entrant company	Award
A02/069 Best Use of Guerilla Marketing in a Promotional Campaign	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town	Silver Lion
B14/065 Public Health & Safety, Public Awareness Messages	HOPE SOAP	SAFETY LAB AND BLIKKIESDORP 4 HOPE	HOPE SOAP	Y&R SOUTH AFRICA Cape Town	Silver Lion
A06/018 Best Temporary In-Store Displays in a Promotional Campaign	THE WORLD'S SMALLEST IDEA	VITAL HEALTH FOODS	VITAL: VIRAL BOOST	DRAFTFCB CAPE TOWN	Bronze Lion

All the winners:

- Creative Effectiveness Lions: [website](#) and [pdf](#)
- Direct: [website](#) and [pdf](#)
- Innovation: [website](#) and [pdf](#)
- Media: [website](#) and [pdf](#)
- Mobile: [website](#) and [pdf](#)
- Outdoor: [website](#) and [pdf](#)
- PR: [website](#) and [pdf](#)
- Promo & Activation: [website](#) and [pdf](#)
- Cyber: [website](#) and [pdf](#)
- Design: [website](#) and [pdf](#)
- Press: [website](#) and [pdf](#)
- Radio: [website](#) and [pdf](#)
- Film & Craft: To be announced on Saturday, 22 June 2013
- Branded Content & Entertainment: To be announced on Saturday, 22 June 2013
- Film: To be announced on Saturday, 22 June 2013
- Titanium & Integrated: To be announced on Saturday, 22 June 2013
- Grand Prix for Good: To be announced on Saturday, 22 June 2013

## For more:

- Bizcommunity Special Section: [Cannes Lions](#)
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- Official site: [www.canneslions.com](http://www.canneslions.com)
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Information on Cannes Lions facilitated by Cinemark, South Africa's official representative of the Cannes Lions Festival.

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