

Direct Lions shortlist

The Cannes Lions Direct Lions shortlist has been released, with an SA entry making the grade.

The Direct Lions celebrate response-driven and relationship-building creativity. Work demonstrating the pursuit and application of customer relationships, which directly targeted a specific audience with a call-to-action.



Susan Credle, global CCO at FCB is the 2018 Cannes Lions Direct Lions jury president.

Joe Public United made it onto the 'Mailing' category for One School at a Time's 'Never Unsanitary Pads'.



#NewCampaign: You'd *never* believe what some school girls use as substitutes to sanitary pads

Jessica Tennant 31 Jan 2018



All the winners will be announced during the Cannes Lions Reach track award ceremony from 7pm on Thursday, 21 June. You can view the [Direct 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>