

Cyber, Design, Product Design, Press, Radio shortlists

With South Africa making the cut in four of the five categories, herewith the Cyber, Design, Product Design, Press and Radio shortlists. Winners in these categories will be announced tomorrow night, Wednesday, 18 June 2014. (video)

CYBER LIONS SHORTLIST				
Category	Title	Client	Product	Agency
Copy/Editorial	World's First Live Tweeting HoneyBadger	Johannesburg Zoo	Johannesburg Zoo Brand	FCB Johannesburg
Community Building/Management	World's First Live Tweeting HoneyBadger	Johannesburg Zoo	Johannesburg Zoo Brand	FCB Johannesburg

World's First Live Tweeting Honey Badger by [FCB South Africa](#) for [Johannesburg Zoo](#)

DESIGN LIONS SHORTLIST				
Category	Title	Client	Product	Agency
Flyers, Tickets, Invitations, Postcards, Christmas and Other Greetings Cards	Hyena	Johannesburg Zoo	Night Tours	Y&R South Africa Cape Town
Self-Promotion	Facecake	MACHINE	Advertising Agency	MACHINE Cape Town
Promotional Item	The Street Store	The Haven Night Shelter	Public Awareness/Charity	M&C Saatchi Abel Cape Town
Installation	The Street Store	The Haven Night Shelter	Public Awareness/Charity	M&C Saatchi Abel Cape Town

Night Tours by [Y&R South Africa](#) for [Johannesburg Zoo](#)



Facecake by [Machine Cape Town](#) for Machine



The Street Store by [M&C Saatchi Abel Cape Town](#) for [The Haven Night Shelter](#)

PRESS LIONS SHORTLIST				
Category	Title	Client	Product	Agency

Household: Other	ANGEL	Boxman	Boxman	M&C Saatchi Abel Johannesburg
Household: Other	Drum	Boxman	Boxman	M&C Saatchi Abel Johannesburg
Household: Other	Teacup	Boxman	Boxman	M&C Saatchi Abel Johannesburg
Toiletries	IT Looks Bigger	Philips	Bodygroomer	Ogilvy & Mather Johannesburg
Home Electronics & Audio-Visual	ELVIS	BOSE	Noise Cancelling Headphones	Ogilvy & Mather Johannesburg
Home Electronics & Audio-Visual	Kurt	BOSE	Noise Cancelling Headphones	Ogilvy & Mather Johannesburg
Home Electronics & Audio-Visual	James	BOSE	Noise Cancelling Headphones	Ogilvy & Mather Johannesburg
Travel, Transport & Tourism	Toilet	Flight Centre	Student Flights	TBWAHUNTLASCARIS Johannesburg
Travel, Transport & Tourism	Cupcake	Flight Centre	Student Flights	TBWAHUNTLASCARIS Johannesburg
Travel, Transport & Tourism	Crack	City Lodge	Student Flights	TBWAHUNTLASCARIS Johannesburg
Travel, Transport & Tourism	Snog	City Lodge	Student Flights	TBWAHUNTLASCARIS Johannesburg
Travel, Transport & Tourism	Sack	City Lodge	Student Flights	TBWAHUNTLASCARIS Johannesburg
Publications & Media	Diana Tunnel	Mail & Guardian	Mail & Guardian	TBWAHUNTLASCARIS Johannesburg
Publications & Media	Napalm Girl	Mail & Guardian	Mail & Guardian	TBWAHUNTLASCARIS Johannesburg
Publications & Media	Mandela in Prison	Mail & Guardian	Mail & Guardian	TBWAHUNTLASCARIS Johannesburg

RADIO LIONS SHORTLIST				
Category	Title	Client	Product	Agency
Foods	Survival	KFC	KFC Snack Burger	Ogilvy & Mather Johannesburg
Non-Alcoholic Drinks	1. Teleconference	Lucozade	Lucozade Energy Drink	Ogilvy & Mather Johannesburg
Non-Alcoholic Drinks	2. Kids Party	Lucozade	Lucozade Energy Drink	Ogilvy & Mather Johannesburg
Non-Alcoholic Drinks	3. Enrique Concert	Lucozade	Lucozade Energy Drink	Ogilvy & Mather Johannesburg
Cosmetics & Beauty, Toiletries	Surprise Party	Colgate Palmolive	Colgate Plax Mouthwash	Y&R South Africa Cape Town
Cosmetics & Beauty, Toiletries	Teacher Greeting	Colgate Palmolive	Colgate Plax Mouthwash	Y&R South Africa Cape Town
Cosmetics & Beauty, Toiletries	Wedding	Colgate Palmolive	Colgate Plax Mouthwash	Y&R South Africa Cape Town
Cosmetics & Beauty, Toiletries	Boys	Kimberly-Clarke	Huggies Gold	Ogilvy & Mather Johannesburg
Cosmetics & Beauty, Toiletries	Girls	Kimberly-Clarke	Huggies Gold	Ogilvy & Mather Johannesburg
Cars & Automotive Services	Cop Chase	Nissan SA	Nissan Leaf	TBWAHUNTLASCARIS Johannesburg
Cars & Automotive Services	Wedding Bells	Nissan SA	Nissan Leaf	TBWAHUNTLASCARIS Johannesburg
Cars & Automotive Services	The Singing Children of the R33	Volkswagen	Volkswagen Genuine Parts	Ogilvy & Mather Cape Town
Cars & Automotive Services	Precognition	Toyota South Africa Motors	Lexus Adaptive Lights	FCB South Africa Johannesburg
Cars & Automotive Services	Michelle	Toyota South Africa Motors	Toyota Genuine Parts	FCB South Africa Johannesburg
Cars & Automotive Services	Painting	Toyota South Africa Motors	Toyota Genuine Parts	FCB South Africa Johannesburg
Retail Stores	Words in Uncomfortable Small Talk	Wordsworth Books	Book Store	Saatchi & Saatchi South Africa Cape Town
Travel, Transport & Tourism	Too Old For Ibiza	Flight Centre	Student Flights	TBWAHUNTLASCARIS Johannesburg
Publications & Media	May Day Foley	MultiChoice DSTV	Discovery Channel	Ogilvy & Mather Johannesburg
Publications & Media	Hoedown Foley	MultiChoice DSTV	Discovery Channel	Ogilvy & Mather Johannesburg
Fundraising, Donations & Appeals	Project English Day 2	One School At A Time	Non-Profit Organisation	Joe Public Johannesburg
Fundraising, Donations & Appeals	Project English Day 3	One School At A Time	Non-Profit Organisation	Joe Public Johannesburg
Fundraising, Donations & Appeals	Project English Day 5	One School At A Time	Non-Profit Organisation	Joe Public Johannesburg
Scriptwriting	May Day Foley	MultiChoice DSTV	Discovery Channel	Ogilvy & Mather Johannesburg
Scriptwriting	Hoedown Foley	MultiChoice DSTV	Discovery Channel	Ogilvy & Mather Johannesburg
Scriptwriting	1. Teleconference	Lucozade	Lucozade Energy Drink	Ogilvy & Mather Johannesburg
Scriptwriting	2. Kids Party	Lucozade	Lucozade Energy Drink	Ogilvy & Mather Johannesburg
Scriptwriting	3. Enrique Concert	Lucozade	Lucozade Energy Drink	Ogilvy & Mather Johannesburg

Use of Radio as a Medium	Honey	Upstream Advertising / Hippo.co.za	Insurance Quote Comparison	Metropolitan Republic Johannesburg
Use of Radio as a Medium	Iguana	Upstream Advertising / Hippo.co.za	Insurance Quote Comparison	Metropolitan Republic Johannesburg
Use of Radio as a Medium	Sjambok	Upstream Advertising / Hippo.co.za	Insurance Quote Comparison	Metropolitan Republic Johannesburg

One School At A Time by [Joe Public Johannesburg](#)

View the full shortlists:

- [Cyber Lions Shortlist](#)
- [Design Lions Shortlist](#)
- [Product Design Lions Shortlist](#)
- [Radio Lions Shortlist](#)
- [Media Lions Shortlist](#)
- [Mobile Lions Shortlist](#)
- [Press Lions Shortlist](#)
- [Outdoor Lions Shortlist](#)
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