

First shortlists, first winners

Cannes Lions has just announced the first of the shortlists for Cannes 2014, and the first winners - the Cannes Lions Health & Wellness winners, the first time the festival is including this category, as well as the Pharma winners. SA featured among the winners.

Congratulations to South Africa's Boomtown Strategic Brand Agency Port Elizabeth and production company Rooftop Productions Port Elizabeth / Gentrim Port Elizabeth for their Silver Lion as well as Y&R South Africa Cape Town and production company The Fraternity Cape Town for their two Bronze Lions for Hope Soap for the Safety Lab.

HEALTH & WELLNESS LIONS WINNER				
Title	Client	Product	Agency	Award
Hope Soap	Safety Lab	Hope Soap	Y&R South Africa Cape Town	1 x Bronze Lion

PHARMA LIONS WINNERS				
Title	Client	Product	Agency	Award
Stethoscope Radio Advert	Africa Health Placements	Africa Health Placements	Boomtown Strategic Brand Agency Port Elizabeth	1 x Silver Lion
Hope Soap	Safety Lab	Hope Soap	Y&R South Africa Cape Town	1 x Bronze Lion

DIRECT LIONS SHORTLIST				
Category	Title	Client	Product	Agency
Ambient Media: large scale	The Street Store	The Haven Night Shelter	Public Awareness/Charity	M&C Saatchi Abel Cape Town
Public Health & Safety, Public Awareness Messages	Save Meesbaai	Revag	Save Meesbaai	Ireland/Davenport Johannesburg

PR LIONS SHORTLIST				
Category	Title	Client	Product	Agency
Charity & not for Profit	The Street Store	The Haven Night Shelter	Public Awareness/Charity	M&C Saatchi Abel Cape Town
Events & Experiential	The Exchange	Organ Donor Foundation of South Africa	Pop-up Store	Native VML Johannesburg

PROMO & ACTIVATION LIONS SHORTLIST				
Category	Title	Client	Product	Agency
Use of Promotional Stunts and Live Advertising	The Street Store	The Haven Night Shelter	Public Awareness/Charity	M&C Saatchi Abel Cape Town
Use of Promotional Stunts and Live Advertising	A Rainbow for the Rainbow Nation	Coca-Cola South Africa	Coca-Cola	FCB South Africa Johannesburg
Use of Guerrilla Marketing in a Promotional Campaign (Small Scale)	The Tiger Alphabet	Tiger Brands	Tiger Brands	TBWAHUNTLASCARIS Johannesburg
Use of Guerrilla Marketing in a Promotional Campaign (Small Scale)	Land Rover Bottle Cap	Land Rover South Africa	Land Rover	Y&R South Africa Cape Town
Use of non-Traditional Ambient in a Promotional Campaign (Large Scale)	A Rainbow for the Rainbow Nation	Coca-Cola South Africa	Coca-Cola	FCB South Africa Johannesburg
Use of Broadcast in a Promotional Campaign	Fox Crime: Cinema Crime Scene	Fox International Channels	Fox Crime Channel South Africa	Ireland/Davenport Johannesburg
Online Advertising in a Promotional Campaign	Be the Most Famous You	The Loerie Awards	Call to Entry	TBWAHUNTLASCARIS Johannesburg
Use of Social Platform(s) in a Promotional Campaign	World's First Live Tweeting Honey Badger	Johannesburg Zoo	Johannesburg Zoo Brand	FCB South Africa Johannesburg
Food & non- Alcoholic Drinks	A Rainbow for the Rainbow Nation	Coca-Cola South Africa	Coca-Cola	FCB South Africa Johannesburg

Download the full lists of winners:

- [Mobile winners](#)
- [Media winners](#)

- [Outdoor winners](#)
- [Promo & Activation winners](#)
- [Direct winners](#)
- [PR winners](#)
- [Creative Effectiveness winners](#)
- [Lions Health & Wellness winners](#)
- [Pharma winners](#)

Download 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](#)
- [Effectiveness Lions shortlist](#)
- [Direct Lions shortlist](#)
- [Innovation Lions shortlist](#)
- [PR Lions shortlist](#)
- [Promo & Activation Lions shortlist](#)
- [Lions Health & Wellness shortlist](#)

For more:

- Bizcommunity Special Section: [Cannes Lions](#)
- Bizcommunity Search: [Cannes Lions](#)
- Official site: www.canneslions.com
- Google News Search: [Cannes Lions](#)
- Google Blog Search: [Cannes Lions](#)
- Twitter Search: [cannes_lions](#) OR [canneslions](#) OR ["Cannes Lions"](#) OR [canneslions2014](#)
- Facebook: [Cannes Lions page](#)
- LinkedIn: [Cannes Lions group](#)
- Twitter: [@Cannes_Lions](#)
- YouTube: [Cannes Lions channel](#)
- RSS: [Cannes Lions feed](#)

Updated at 7.08am on 19 June 2014

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