

Brand Experience & Activations shortlist

The Cannes Lions Brand Experience & Activations shortlist has been released, with SA seeing four entries make it to the final round at Cannes Lions 2019.



The Experience Track focuses on the powerful brand currency of intelligent customer journeys and immersive experiences.

The Brand Experience & Activations Lions celebrate creative, comprehensive brand building through the next level use of experience design, activation, immersive, retail and 360° customer engagement.

Nikki Taylor-Garrett, creative director at TBWA\Hunt\Lascares, is serving on this year's Cannes Lions Brand Experience & Activations jury.



CANNES LIONS

#CannesLions2019: "Cause-related work tackling internet-breaking subjects" - Nikki Taylor-Garrett

Leigh Andrews 12 Jun 2019

Jaime Mandelbaum, chief creative officer at VMLY&R, Europe is the 2019 Brand Experience & Activation Lions jury president.

Under Mandelbaum's leadership Y&R won the first Gold Lions for Czech Republic, along with the first Grand Prix for Turkey and was named EMEA regional network of the year at Cannes Lions in 2017.

Ogilvy Johannesburg's #ShavetoRemember for Philips and The Nelson Mandela Foundation made it onto the shortlists for both 'Consumer Durables' and 'Social Behaviour & Cultural Insight':

M&C Saatchi Abel Cape Town, with media work by The MediaShop, PR by MSL Group and additional work by VML South Africa, also made it onto the 'Social Behaviour & Cultural Insight' shortlist for Nando's #RightMyName:

VMLY&R South Africa's 'Don't Tell Me What to Do' film for Edgars, with production by Giant Films Cape Town and Tessa Ford Post, as well as media by OMD Johannesburg and PR by A-List Communications Johannesburg, is also shortlisted under Social Behaviour & Cultural Insight':

All the winners will be announced during the Cannes Lions Experience track award ceremony from 7pm on Thursday, 20 June.

View the [Brand Experience & Activations Lions](#) shortlist in full.

The Cannes Lions Festival of Creativity runs from 17 to 21 June 2019, with Cinemark – now known as Ster-Kinekor Sales – the local representatives of Cannes Lions for SA. Visit our [Cannes Lions special section](#) for the latest updates!

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