

Mobile shortlist

The Cannes Lions Mobile shortlist has been released, with a single SA campaign making the cut in three categories!



The Mobile Lions celebrate device-driven creativity. Entries need to demonstrate performance in portable platforms, where a hand-held or wearable environment is integral to the idea and enables key aspects of the execution.

There are 150 entries on the shortlist, including the following South African work: **Native VML** for *Huffington Post's* Stop the Cycle, with media by The Digital Media Consultancy, is shortlisted under the categories of 'Corporate Commercial', 'Social Purpose' and '360° Videos'.

[Click here](#) to view the Mobile Lions shortlist in full.

The Festival of Creativity runs from 17-24 June 2017, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

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