

## Creative Data shortlist

The Cannes Lions Creative Data shortlist has been released.



The Reach Track recognises the insight, strategy and planning that enables brands to effectively engage consumers, at scale, and be heard amid the ongoing battle for attention.

The Creative Data Lions celebrate the interplay of ideas and information - demonstrating how the execution of a campaign was enhanced or driven by the creative use, interpretation, analysis or application of data.

Yasuharu Sasaki, head of digital creative and executive creative director at Dentsu Inc., Japan is the 2019 Creative Data Lions jury president.

Sasaki leads the digital creative and innovation teams at Dentsu Inc, receiving 10 Lions in 2018. In 2006 he was a member of the Cyber Jury.

No South African entries were shortlisted.

All the winners will be announced during the Cannes Lions Reach track award ceremony from 7pm on Wednesday, 19 June.

View the [Creative Data 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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