

5 local agencies in first Cannes Lions shortlists

Five local agencies have been shortlisted for campaigns in the Outdoor, Print & Publishing and Radio & Audio Lions. The Odd Number and FCB have three shortlisted campaigns, while Grey, Joe Public and VMLY&R have two each and Ogilvy one.



The Outdoor, Health & Wellness, Pharma, Print & Publishing and Radio & Audio Lions [shortlists](#) were released today.

Outdoor

Consumer goods

- Joe Public for Nigeria, Unity Laces for client Converse.



Source: © D&AD [D&AD](#)

- VMLY&R for Jack, Vodacom for client Vodacom.
- VMLY&R for Vincent & Jules, Vodacom for client Vodacom.

Single market:

- Ogilvy for Bride Armour for Carling Black Label for client AB InBev.

See the complete shortlist [here](#).

Winners will be announced 20 June.

Print and publishing

Not for profit

- Joe Public United for Car, Blood Donation for client National Blood Service.

See the complete shortlist [here](#).

Winners will be announced 20 June.

Radio and audio

Food and drink

- FCB Johannesburg for the Coca-Cola Beat Can campaign for the Coca-Cola Company of SA.



FCB launches new campaign for Coca-Cola that connects Africa's youth through music

Nahana Communications Group 4 Aug 2021



Use of music

- FCB Johannesburg for the Coca-Cola Beat Can campaign for the Coca-Cola Company of SA.

Script

- Grey SA for Jab Jab for Distell for Savanna Cider.

Local Brand

- Grey SA for Jab Jab for Distell for Savanna Cider.

Casting and performance

- The Odd Number for Gluten Free for Game.
- The Odd Number for Caffeine Free for Game.
- The Odd Number for Hands Free for Game.

Audio-led creativity

- FCB Johannesburg for the Coca-Cola Beat Can campaign for the Coca-Cola Company of SA.

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Save the date for Cannes Trend Talks 2022

15 Jun 2022



The Health category shortlist Health and Wellness can be viewed [here](#).

The Pharma shortlist can be viewed [here](#).

View the Glass Lions for Change shortlist [here](#).

View the Titanium shortlist [here](#).

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