

Radio & Audio Lions shortlist

The Cannes Lions Radio & Audio Lions shortlist has been released, with SA seeing six agencies make it to the final round at Cannes Lions 2018...

The Radio & Audio Lions celebrate creative audio content that showcases ideas wired for sound. Work that communicates a brand message through audio excellence, sonic innovation or superior aural storytelling.



Jo McCrostie, creative director - Global is the 2018 Radio & Audio Lions jury president.

Ogilvy Johannesburg made it onto the 'Food & Drink' category for ABInBev Castle Lager's 'Make a Different Friend' campaign - 'The Really Smart Watch Guy', 'The No Sense of Personal Space Guy' and 'The Pinkie Ring Guy'.

Ogilvy Johannesburg made it onto the 'Casting & Performance' category for ABInBev Castle Lager's 'Make a Different Friend - The No Sense of Personal Space Guy'.

Ogilvy Cape Town and We Love Jam Cape Town made it onto the 'Automotive' category for Volkswagen South Africa's VW Brake Assist 'Stalker' and 'Funeral'.

Ogilvy Cape Town and We Love Jam Cape Town also made it onto the 'Use of Music' category for Volkswagen South Africa's VW Brake Assist 'PC', 'Stalker' and 'Funeral'.

Ogilvy Cape Town also made it onto the 'Corporate Social Responsibility, CSR/social image' and 'Use of Music' categories, with ABInBev Johannesburg, Audio Militia Johannesburg, 0307 Films Cape Town, Black Ginger Cape Town, Deliverance Post-Production Cape Town, The Workroom Cape Town and Video Cartel Cape Town for the Carling Black Label - Anti Women Abuse Initiative 'Soccer Song For Change'.

Grey Africa - Johannesburg and Fine Tune Studios made it onto the 'Consumer Durables' category for Duracell Batteries' 'Moore's Law', 'Black Mirror' and 'Petrol' campaign.

TBWA\Hunt\Lascaris Johannesburg made it onto the 'Travel', 'Casting & Performance' and 'Script' categories for Flight Centre Youth & Adventure's 'Date', 'Swim' and 'Festival' campaign.

TBWA\Hunt\Lascaris Johannesburg also made it onto the 'Sound Design' category for Flight Centre Youth & Adventure's 'Festival'.

TBWA/Hunt/Lascaris Johannesburg also appeared in the 'Leisure' category with Produce Sound Johannesburg for Apartheid Museum's 'Verwoerd', 'Botha' and 'Smuts' campaign.

Havas Johannesburg made it onto the 'Media/Entertainment' category for Universal Music South Africa's 'Hugh Masekela Tribute'.

1886 Johannesburg made it onto the 'Consumer Services' and 'Use of Music' category for Cell C C-surance's 'iGugu Lebo', 'iGugu Nomsa', and 'iGugu Siya' campaign.

#CannesLions2018: "Creatives can solve business problems and life issues" - Molefi Thulo





All the winners will be announced during the Cannes Lions Communication track award ceremony from 7pm on Tuesday, 19 June. You can view the [Radio & Audio Lions](#) shortlists in full.

The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit www.canneslions.com/ and our [Cannes Lions special section](#) for more information.

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