

Cyber shortlist

The Cannes Lions Cyber shortlist has been released, with three SA campaigns making the cut!



The Cyber Lions celebrate creativity experienced digitally. Campaigns entered will exploit the digital form to enhance a brand's message and need to demonstrate a strong strategy and results. This can include, but is not limited to, the innovative use of digital platforms and technologies.

There are 260 entries on the shortlist, including the following South African work:

- **Network BBDO** for Libresse 'Vagina Varsity', with production by Zootee Studios, media by Mediology and PR by ByDesign Communications is shortlisted under the 'FMCG' category.
- **Ogilvy Johannesburg** for Cadbury Bubbly 'Pre-Joy', with production by Bomb Films and media by Starcom Worldwide, is shortlisted under the categories of 'Food & Drink' and 'Content Placement'.
- **Native VML** for *Huffington Post's* Stop the Cycle, with media by The Digital Media Consultancy, is shortlisted under the categories of 'Media & Publications', 'Corporate Responsibility' and 'Social Purpose'.

[Click here](#) to view the Innovation 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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