

Creative Effectiveness Lions shortlist

The Cannes Lions Creative Effectiveness Lions shortlist has been released.

The Creative Effectiveness Lions celebrate the measurable impact of creativity and hard results over the long term. Work that has shown tangible business effects, was instrumental to cultural change or integral in the achievement of brand purpose.

Fernando Machado, global CMO of Burger King, is the 2018 Cannes Lions Creative Effectiveness Lions jury president.



All the winners will be announced during the Cannes Lions Impact track award ceremony, from 7pm on Friday, 22 June. You can view the [Creative Effectiveness Lions](#) shortlist 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>