

# Entertainment Lions shortlist

The Cannes Lions Entertainment Lions shortlist has been released, with SA seeing three entries make it to the final round at Cannes Lions 2019.



The Entertainment Track celebrates creativity that goes beyond branded communications to create authentic entertainment that engages consumers and impacts culture.

The Entertainment Lions celebrate creativity that turns content into culture - work which captivated in order to cut-through, communicate a brand message or connected with consumers in a new way.

Ryan McManus, regional chief creative officer (CCO) at VMLY&R, is serving on this year's Cannes Lions Entertainment jury.



#CannesLions2019: "A holiday for ideas" - judging insights with Ryan McManus

Leigh Andrews 14 Jun 2019



Scott Donaton, global chief creative and content officer at Digitas global is the 2019 Entertainment Lions jury president.

Donaton leads a team of more than 400 creatives through a worldwide "connected creative" practice, and his many awards include Cannes Lions and an induction into the Advertising Hall of Achievement.

**VMLY&R** South Africa's 'Don't Tell Me What to Do' film for Edgars, with production by Giant Films Cape Town and Tessa Ford Post, as well as media by OMD Johannesburg and PR by A-List Communications Johannesburg made it onto the shortlist in the 'Fiction Film: Up to 5-minutes' as well as the 'Talent: Digital & Social' category.

**Grey Africa** Johannesburg's *Noziziwe*, with production by 7Films Cape Town for Gillette brand made it onto the shortlist for the 'Non-fiction Film: Up to 5-minutes' category.

**Net#work BBDO** South Africa's 'Return to Chapman's Peak for Mercedes-Benz S-Class, with production work by 7Films Cape Town, Audio Militia Johannesburg, Flare BBDO Johannesburg and Upstairs Ludus Johannesburg, as well as media by OMD Johannesburg and PR by ByDesign Communications Johannesburg made it onto the shortlist for the 'Non-fiction Film: 5-30 minutes' category.

All the winners will be announced during the Cannes Lions Entertainment track award ceremony from 7pm on Tuesday, 18 June.

View the [Entertainment 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!*