

Direct shortlist

The Cannes Lions Direct shortlist has been released, with SA seeing 7 entries make it to the final round at Cannes Lions 2019.



The Reach Track recognises the insight, strategy and planning that enables brands to effectively engage consumers, at scale, and be heard amid the ongoing battle for attention.

The Direct Lions celebrate response-driven and relationship-building creativity. Work demonstrating the pursuit and application of customer relationships, which directly targeted a specific audience with a call-to-action.

Claudi Potter, creative director at Joe Public United, is serving on this year's Cannes Lions Direct jury, and will also be judging the Young Lions Digital competition in Cannes.



#CannesLions2019: "Reinvent the medium to make the message a winner" - Claudie Potter

Leigh Andrews 13 Jun 2019



Nicky Bullard, chairwoman and chief creative officer at MRM McCann, UK is the 2019 Direct Lions jury president.

As the first creative woman to chair a UK marketing agency, Bullard leads the London office of the multi award-winning MRM/McCann.

Joe Public United Johannesburg's 'The Anthology of Great (Stock) Poetry' for Greatstock Image Library made it onto the shortlist for the *Copywriting* and *Mailing* categories.

FCB Africa's 'The Phonetic Can' for Coca-Cola, with production work by Audio Militia Johannesburg, Bioscope Films Johannesburg, FuelContent Cape Town, Left Post Production Johannesburg and Pressure Cooker Studios Cape Town, as well as media by MediaCom Johannesburg and PR by Playmakers Johannesburg, is shortlisted in the *Use of Ambient*

Media: Small-Scale category.

Ogilvy Johannesburg's work for Philips and The Nelson Mandela Foundation's #ShaveToRemember is shortlisted in the *Use of Ambient Media: Large-Scale, Single-Market Campaign*, and *Social Behaviour and Cultural Insight* categories.

Duke Cape Town's 'For Sale Ale' work for The Garagista Brewery, with Tin Toy Cape Town on Production, is shortlisted in the *Breakthrough on a Budget* category.

All the winners will be announced during the Cannes Lions Reach track award ceremony from 7pm on Wednesday, 19 June.

View the [Direct 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!

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