

## Entertainment shortlist

The Cannes Lions Entertainment shortlist has been released, with SA creativity making the cut in three categories!



The Entertainment Lions celebrate creativity that turns content into culture. Entries need to demonstrate ideas that are unskippable - work that captivates in order to cut-through, communicate a brand message or connect with consumers in a new way.

There are 191 entries on the shortlist, including the following South African work:

- **Native VML** for One Source: The song, with production by Egg Films, media by Vizeum Cape Town, PR by Capacity Relations and additional work by Enterprise Republic (Audio Content)
- **Native VML** for One Source campaign: Absolut, with production by Egg Films, media by Vizeum Cape Town, PR by Capacity Relations and additional work by Enterprise Republic (Talent: Film, Series and Audio)
- **Ogilvy CT** for VW's 011Beats, with production by 2+3 Post Production and Arcade Content, (Talent: Digital and Social)

Terence Neale of **Egg Films** also directed Adidas Originals' 'You Are Never Finished' for Johannes Leonardo with RSA Films, nominated for Talent: Integrated.

[Click here](#) to view the Entertainment 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/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.

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