

# Social & Influencer shortlist

The Cannes Lions Social & Influencer shortlist has been released.



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 Social & Influencer Lions celebrate creative social thinking and strategic influencer marketing solutions. Work that shows how levels of engagement, social reach or brand ambassadors led to commercial success.

PJ Pereira, co-founder and creative chairman at Pereira O'Dell, global is the 2019 Social & Influencer Lions jury president.

An Emmy winner, bestselling writer and multiple Cannes Lions Grand Prix winner, Pereira is one of the most influential creatives. In 2018, Pereira edited a book published by the Cannes Lions Entertainment Jury, *The Art of Branded Entertainment*.



#CannesLions2018: *The Art of Branded Entertainment* according to VML's Xenopoulos

Jessica Tennant 22 Jun 2018



No South African entries were shortlisted.

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

View the [Social & Influencer 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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