

## Digital Craft shortlist

The Cannes Lions Digital Craft Lions shortlist has been released, with a single SA entry making it to the final round at Cannes Lions 2019.



The Craft Track focuses on the artistry, skill, talent and flair required to deliver beautifully executed ideas with the power to cut through and bring the creative idea to life.

The Digital Craft Lions celebrate technological artistry - flawless design, masterful execution and outstanding user experience created for all digital environments.

Rei Inamoto, founding partner of Inamoto & Co, USA is the 2019 Digital Craft Lions jury president.

Inamoto has been named as one of the “Top 25 most Creative People in Advertising” by *Forbes* magazine, having led AKQA to grow tenfold during his tenure, before founding his own firm. In 2013 he served as Mobile Lions President

**King James Group** Cape Town's 'Siemens Fabric' brand work, with additional production by First Pencil Johannesburg, Sinister Studio Johannesburg and Sterling Sound Johannesburg, and PR by Atmosphere Communications, made it onto the shortlist in the Data Storytelling category.

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

View the [Digital Craft 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!*