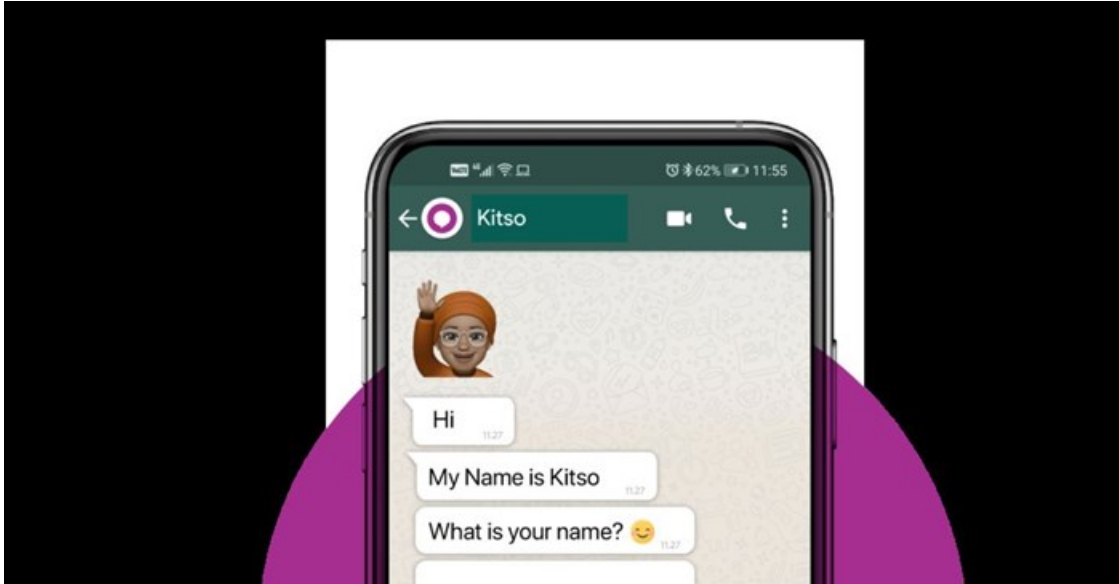


2 SA agencies shortlisted in Innovation: Mobile Cannes Lions 2022

The shortlists for the Cannes Lions 2022 Experience and Strategy categories have been released with VMLY&R and Digify Africa entries shortlisted.



Source: © Digify Africa [Digify Africa](#) Digify Africa is shortlisted for client Meta for Digibot

In the Innovation category, Vodacom Anti-hack Ad's is shortlisted for VMLY&R (production by Carat, Johannesburg) for client Vodacom under Mobile: Social: Social Purpose. The agency is also shortlisted for Vodacom for the same entry under Mobile: Mobile-led Creativity.

Digify Africa, Johannesburg /Techsys Digital, Cape Town, is also shortlisted for client Meta for Digibot – the 1st WhatsApp learning platform for social impact, under Mobile: Social: Social Purpose. Digify Africa is a youth-led organisation that brings digital skills to young people.

The Experience category includes:

- Brand and Activation
- Creative Business Transformation
- Creative Commerce
- Innovation
- Mobile

The Strategy category includes:

- Creative Effectiveness
- Creative Strategy

See the complete shortlists [here](#).



Cannes wins

Last night South African agencies won a Gold, two Silver and two Bronze Lions and a Silver Campaign.

Grey and Savanna won the country's first Gold Lion in the category Radio & Audio: Script and a Bronze Lion for Local Brand for its entry *Jab Jab*.

Also in the Radio & Audio category, FCB was awarded a Silver Lion under Food & Drink for The Coca-Cola Beatcan Campaign for its client The Coca-Cola Company, while The Odd Number was awarded a Silver Lion for its *Gluten* entry for client Game and a Silver Campaign for *Caffein* also for Game in the Casting & Performance section.

In the Outdoor: Single-market Campaign category, a Bronze Lion went to Ogilvy for its Bride Armour entry for Carling Black Label (AB InBev).



Save the date for Cannes Trend Talks 2022

15 Jun 2022



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