

Film shortlist

The Cannes Lions Film shortlist has been released, with work from SA making the cut.



The Film Lions celebrate creativity of the moving image. Entries need to demonstrate brilliant brand storytelling intended for a screen through filmed content created for TV, cinema, online and out-of-home experiences.

There are 271 entries on the shortlist, including the following South African work:

- **Ogilvy Johannesburg**, with Bomb Films and Starcom Worldwide, for Cadbury Bubbly Pre-Joy (Use of Online Film).
- **Egg Films CT** also directed Johannes Leonardo NY's Adidas 'Original is never finished' (Clothing, Footwear and Accessories).
- **AFS Productions CT** worked on Havas New York's 'New Guy Sucks' for Heineken's Dos Equis Mexican Beer. (Food and Drinks).

[Click here](#) to view the Film 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/ and our [Cannes Lions special section](#) for more information.

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