

Outdoor shortlist

The Cannes Lions Outdoor shortlist has been released, with SA seeing entries from two agencies make it to the final round at Cannes Lions 2017



The Outdoor Lions celebrate creativity experienced out of home. Entries need to demonstrate ideas that engage in-the-field by leveraging public spaces to telegraph a message or immerse consumers in a brand experience.

Y& R SA's 'Frog', 'Snake', 'Bird' and 'Bat' for Johannesburg Zoo made it onto the shortlist in the Public Sector category. **Y& R SA's** 'Trash Masks Red', 'Trash Masks Blue' and 'Trash Masks Grey' work for Greenpeace Africa also made it onto the Photography shortlist, with additional work by Advantage Y&R Windhoek.

Grey Africa's Satellife Satellite Dish Numbers, with Loxyion Connexyon for Multichoice made it onto the shortlist in the Use of Ambient Outdoor category.

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

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