

## Digital Craft shortlist

The Cannes Lions Digital Craft Lions shortlist has been released, with SA seeing a single production company feature in the final round at Cannes Lions 2018.

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

Jean Lin, global CEO of Isobar, is the 2018 Digital Craft Lions jury president.



TBWA\Chiat\Day LA's '41 Steps' for Gatorade features in the 'Digital Illustration' category, with production work by **Bewilder Cape Town**.

All the winners will be announced during the Cannes Lions Craft track award ceremony from 7pm on Wednesday, 20 June. You can view the [Digital Craft Lions](#) shortlist in full.

*The Festival of Creativity runs from 18 to 22 June 2018, with Cinemark the local representatives of Cannes Lions for SA. Visit [www.canneslions.com/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.*

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