

Design Lions shortlist

The Cannes Lions Design Lions shortlist has been released, with SA seeing an entry make it to the final round at Cannes Lions 2019!



The Communication Track looks at the big creative idea, where campaigns are brought to life through brilliant partnerships, people and storytelling.

The Design Lions celebrate visual craftsmanship. Work in which a unique visual identity leads to consumer recognition or understanding.

Richard Ting, global chief experience officer and US chief creative officer at R/GA global is the 2019 Design Lions jury president.

With 20 years of experience in building and guiding world class design teams, Ting has worked with some of the world's biggest brands and has won nearly every major creative award, including a Titanium Lion.

Ogilvy Cape Town's 'Book of Dirt' for Unilever's Omo washing powder, with production work by The Institute, Cape Town made it onto the shortlist in the Promotional Item Design category.

All the winners will be announced during the first Cannes Lions Communication track award ceremony from 7pm on Monday, 17 June.

View the [Design 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!