

## Promo & Activation Lions shortlist

The Cannes Lions Promo & Activation shortlist has been released.



The Promo & Activation Lions celebrate creativity that brings brands to life. Entries will need to demonstrate ideas that generate interaction; where consumer participation in an activity serves to promote a product or service.

[Click here](#) to view the Promo & Activation 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/](http://www.canneslions.com/) and our [Cannes Lions special section](#) for more information.

For more, visit: <https://www.bizcommunity.com>