

SA's first Gold Lion at Cannes 2022

South Africa has won its first Gold Lion at this year's Cannes Lions, with Grey and its client Savanna in the category Radio & Audio: Script for the entry *Jab Jab*.



Supplied. The Grey and Savanna team with SA's first Gold Lion at Cannes this year

Grey and Savanna also won a Bronze Lion for Local Brand for its entry *Jab Jab* in the category.

The Radio & Audio category, traditionally a strong category for the country, also saw FCB Africa awarded a Silver Lion under Food & Drink for The Coca-Cola Beatcan Campaign for its client The Coca-Cola Company.

Also in the Radio & Audio category, The Odd Number has been awarded a Silver Lion for its *Gluten* entry for client Game as well as a Silver Campaign for *Caffein* also for Game. Both were for Casting & Performance.

In the Outdoor category, Ogilvy won a Bronze Lion for its Bride Armour entry for Carling Black Label (AB InBev) under Single-market Campaign.



9 SA entries in Cannes Craft Lions shortlists

20 Jun 2022



View all the Classic category winners [here](#).



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15 Jun 2022



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