

## Creative Data Lions shortlist

The Cannes Lions Creative Data Lions shortlist has been released, with two SA entries making the grade!

The Creative Data Lions celebrate the interplay of ideas and information - demonstrating how the execution of a campaign was enhanced or driven by the creative use, interpretation, analysis or application of data.



Marc Maleh, global director at Havas is the 2018 Cannes Lions Creative Data jury president.

**Ogilvy Johannesburg** features in the 'Data-enhanced Creativity' category for Kimberly-Clark Huggies' 'The World's First Baby Marathon'.

**TBWA\Hunt\Lascaris Johannesburg** and TBWA Africa, along with Blue Noise Johannesburg, Darling Films Johannesburg, Left Post Production Johannesburg, and The Upstairs Ludus Post Production Johannesburg made it onto the 'Social Data & Insight' category for the Joburg Ballet Company's 'Breaking Ballet'.

All the winners will be announced during the Cannes Lions Reach track award ceremony from 7pm on Thursday, 21 June. You can view the [Creative Data 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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