

Africa and the Middle East agencies in Cannes shortlists

By [Danette Breitenbach](#)

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A number of Cannes 2023 shortlists have been announced with Africa and the Middle East agencies appearing throughout the shortlists.



Cannes 2023 has released a number of shortlists

Canes Lions runs from today till Friday, 23 June, with winners announced every day. This is the 70th edition of the international festival that celebrates creativity that drives progress, connecting numerous creative professionals and enthusiasts.



#Cannes2023: SA's Ogilvy and Kenyan Scanad, first African agencies shortlisted

6 Jun 2023



Cannes 2023 shortlists

Outdoor	Special build	TIME TO READ KINOKUNIYA KINOKUNIYA BOOKSTORE SAATCHI & SAATCHI ME, Dubai UNITED ARAB EMIRATES
	Interactive experiences	THE HEINZ JACK HEINZ HEINZ KETCHUP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Ambient outdoor	THE HEINZ JACK HEINZ HEINZ KETCHUP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Ambient outdoor	THE BLIND SPOT VOLKSWAGEN SOUTH AFRICA VOLKSWAGEN SERVICE OGILVY SOUTH AFRICA, Cape Town SOUTH AFRICA
	Breakthrough on a budget	THE HEINZ JACK HEINZ HEINZ KETCHUP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Corporate purpose & social responsibility	BREAD OF THE NATION AB INBEV SA CASTLE LAGER OGILVY SOUTH AFRICA, Cape Town SOUTH AFRICA
Print & Publishing	Commerical publication	ONE STAR COOKBOOK DELIVEROO DELIVERY QUALITY GUARANTEED _ AND US, Dubai UNITED ARAB EMIRATES
	Local brand	NEWSPAPERS INSIDE THE NEWSPAPER EDITION ANNAHAR NEWSPAPER ANNAHAR NEWSPAPER IMPACT BBDO, Dubai UNITED ARAB EMIRATES
	Single market campaign	PLAN (A) AFRISAM, BLACKSTUDIO AFRISAM CEMENT PROMISE, Johannesburg SOUTH AFRICA
	Social behaviour	HAIR IS NOT CRIME CLOONEY FOUNDATION FOR JUSTICE CLOONEY FOUNDATION FOR JUSTICE FP7 McCANN, Dubai UNITED ARAB EMIRATES

	Corporate purpose & social responsibility	PRICELESS PRINT STANDARD BANK STANDARD BANK M&C SAATCHI ABEL, Johannesburg SOUTH AFRICA
Radio & Audio	Retail	FREQUENCIES OF PEACE BABYSHOP BABYSHOP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Use of Music	FREQUENCIES OF PEACE BABYSHOP BABYSHOP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Script	WTF IS ESG? RAND MERCHANT BANK RAND MERCHANT BANK GREY, Johannesburg SOUTH AFRICA
	Use of audio technology	WTF IS ESG? RAND MERCHANT BANK RAND MERCHANT BANK GREY, Johannesburg SOUTH AFRICA
	Voice activation	GUGU SAVANNA SAVANNA CIDER GREY, Johannesburg SOUTH AFRICA
	Voice activation	SEE COKE THE COCA-COLA COMPANY COCA-COLA VMLY&R COMMERCE, New York / VMLY&R, Dubai USA
	Audio led creativity	FREQUENCIES OF PEACE BABYSHOP BABYSHOP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Audio led creativity	SOLE MUSIC SOLE MUSIC SOLE MUSIC _ AND US, Dubai UNITED ARAB EMIRATES
	Corporate purpose & social responsibility	FREQUENCIES OF PEACE BABYSHOP BABYSHOP FP7 McCANN, Dubai UNITED ARAB EMIRATES
Craft: Design	Rebrand/Refresh of an existing brand	DYICTA DIGITAL YOUTH ICT ACADEMY REBRAND / REFRESH OF AN EXISTING BRAND FCB AFRICA, Johannesburg SOUTH AFRICA
	Design-driven effectiveness	SUPERSTAR RAM ADIDAS ADIDAS ORIGINALS HAVAS MIDDLE EAST, Dubai UNITED ARAB EMIRATES
	Promotional printed material	UNSEEN TEARS HOME CENTRE HOME CENTRE LEO BURNETT, Dubai UNITED ARAB EMIRATES
	Promotional item design	THE LAST STEEL OF AZOVSTAL UNITED24, AZOVSTAL THE LAST STEEL OF AZOVSTAL _ AND US, Dubai UNITED ARAB EMIRATES
	Promotional item design	BREAD OF THE NATION AB INBEV SA CASTLE LAGER OGILVY SOUTH AFRICA, Cape Town SOUTH AFRICA
	Publications & editorial design	NEWSPAPERS INSIDE THE NEWSPAPER EDITION ANNAHAR NEWSPAPER ANNAHAR NEWSPAPER IMPACT BBDO, Dubai UNITED ARAB EMIRATES
	Special editions & bespoke items	ONE STAR COOKBOOK DELIVEROO DELIVERY QUALITY GUARANTEED _ AND US, Dubai UNITED ARAB EMIRATES
	Digital design	DYICTA DIGITAL YOUTH ICT ACADEMY REBRAND / REFRESH OF AN EXISTING BRAND FCB AFRICA, Johannesburg SOUTH AFRICA
	UX, UI & design journey	THE UNDENIABLE STREET VIEW UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS THE UNDENIABLE STREET VIEW _ AND US, Dubai UNITED ARAB EMIRATES
	Retail environment & experience design	ZIOUX, BREAK FREE. ZIOUX NEW BRAND IDENTITY GRID WORLDWIDE, Johannesburg SOUTH AFRICA
	Spatial & sculptural exhibitions and experiences	THE BLIND SPOT VOLKSWAGEN SOUTH AFRICA VOLKSWAGEN SERVICE OGILVY SOUTH AFRICA, Cape Town SOUTH AFRICA
	Food	KETCH-UP & DOWN HEINZ HEINZ KETCHUP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Sustainable packaging	BEE & BEE INVERROCHE INVERROCHE CLASSIC GRID WORLDWIDE, Johannesburg SOUTH AFRICA
	Consumer technology & homeware	SOLE MUSIC SOLE MUSIC SOLE MUSIC _ AND US, Dubai UNITED ARAB EMIRATES
Craft: Film	Casting	AS GOOD AS THE ORIGINAL BURGER KING PLANT BASED KOUT FOOD GROUP, Kuwait / M&C SAATCHI, Abu Dhabi KUWAIT DEJAVU, Dubai
Craft: Industry	Brand & communications design	DYICTA DIGITAL YOUTH ICT ACADEMY REBRAND / REFRESH OF AN EXISTING BRAND FCB AFRICA, Johannesburg SOUTH AFRICA
	Outdoor	THE BLIND SPOT VOLKSWAGEN SOUTH AFRICA VOLKSWAGEN SERVICE OGILVY SOUTH AFRICA, Cape Town SOUTH AFRICA
	Packaging design	KETCH-UP & DOWN HEINZ HEINZ KETCHUP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Print & publishing	UNSEEN TEARS HOME CENTRE HOME CENTRE LEO BURNETT, Dubai UNITED ARAB EMIRATES
Engagement: Creative Data	Data storytelling	TIME TO READ KINOKUNIYA KINOKUNIYA BOOKSTORE SAATCHI & SAATCHI ME, Dubai UNITED ARAB EMIRATES
	Use of real time data	GUARDIANS SANTAM SANTAM ACCENTURE SONG, Cape Town SOUTH AFRICA
Engagement: Direct	Healthcare	WALL STREET BALLS TESTICULAR CANCER SOCIETY TESTICULAR CANCER AWARENESS FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Consumer services / B2B	ONE STAR COOKBOOK DELIVEROO DELIVERY QUALITY GUARANTEED _ AND US, Dubai UNITED ARAB EMIRATES
	Not for profit/Charity/Government	THE UNDENIABLE STREET VIEW UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS THE UNDENIABLE STREET VIEW _ AND US, Dubai UNITED ARAB EMIRATES
	Use of Print/Outdoor	NEWSPAPERS INSIDE THE NEWSPAPER EDITION ANNAHAR NEWSPAPER ANNAHAR NEWSPAPER IMPACT BBDO, Dubai UNITED ARAB EMIRATES
	Use of digital platforms	SELF-CHECK OUT K-LYNN K-LYNN LEO BURNETT, Dubai UNITED ARAB EMIRATES

	Experience design	THE UNDENIABLE STREET VIEW UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS THE UNDENIABLE STREET VIEW _ AND US, Dubai UNITED ARAB EMIRATES
	Local brand	NEWSPAPERS INSIDE THE NEWSPAPER EDITION ANNAHAR NEWSPAPER ANNAHAR NEWSPAPER IMPACT BBDO, Dubai UNITED ARAB EMIRATES
	Cultural insight	SELF-CHECK OUT K-LYNN K-LYNN LEO BURNETT, Dubai UNITED ARAB EMIRATES
Engagement: Media	Use of audio platforms	FREQUENCIES OF PEACE BABYSHOP BABYSHOP FP7 McCANN, Dubai UNITED ARAB EMIRATES INITIATIVE MENA, Dubai
	Use of print	PLAN (A) AFRISAM, BLACKSTUDIO AFRISAM CEMENT PROMISE, Johannesburg SOUTH AFRICA THE MEDIA SHOP, Johannesburg
	Use of ambient media (small scale)	EMPTY PLATES UAE GOVERNMENT MEDIA OFFICE NON-PROFIT / CHARITY SAATCHI & SAATCHI ME, Dubai UNITED ARAB EMIRATES SAATCHI & SAATCHI ME, Dubai
	Use of events & stunts	BREAD OF THE NATION AB INBEV SA CASTLE LAGER OGILVY SOUTH AFRICA, Cape Town SOUTH AFRICA M-SPORTS MARKETING, Randburg
	Innovative use of influencers	I'M POSSIBLE BILLBOARDS ADIDAS ADIDAS HAVAS MIDDLE EAST, Dubai UNITED ARAB EMIRATES MEDIACOM MENA, Dubai
	Use of brand or product integration into a programme or platform)	SCHOOLGIRL NEWSCASTERS EBM GIRLS' EDUCATION IMPACT BBDO, Dubai UNITED ARAB EMIRATES M6 & PARTNERS, Karachi
	Single market campaign	TIME TO READ KINOKUNIYA KINOKUNIYA BOOKSTORE SAATCHI & SAATCHI ME, Dubai UNITED ARAB EMIRATES SAATCHI & SAATCHI ME, Dubai
Engagement: PR	Community management	THE UNSTAINABLE THOBE HEINZ HEINZ KETCHUP WUNDERMAN THOMPSON, Dubai UNITED ARAB EMIRATES WUNDERMAN THOMPSON, Dubai
	Use of technology	THE UNDENIABLE STREET VIEW UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS THE UNDENIABLE STREET VIEW _ AND US, Dubai UNITED ARAB EMIRATES _ AND US, Dubai
	Public affairs & lobbying	THE RIGHT TO POWER: 47 SECONDS LOGI ENERGY ENERGY CRISIS INITIATIVE SAATCHI & SAATCHI ME, Dubai UNITED ARAB EMIRATES SAATCHI & SAATCHI ME, Dubai / STARCOM, Dubai
	Local brand	AZIYA EMIRATES NBD EMIRATES NBD LEO BURNETT, Dubai UNITED ARAB EMIRATES LEO BURNETT, Dubai
	Local brand	NEWSPAPERS INSIDE THE NEWSPAPER EDITION ANNAHAR NEWSPAPER ANNAHAR NEWSPAPER IMPACT BBDO, Dubai UNITED ARAB EMIRATES IMPACT BBDO, Beirut
	Cultural insight	SUPERSTAR RAM ADIDAS ADIDAS ORIGINALS HAVAS MIDDLE EAST, Dubai UNITED ARAB EMIRATES RED HAVAS MIDDLE EAST, Dubai
Engagement: Social & Influence	Social purpose	EMPTY PLATES UAE GOVERNMENT MEDIA OFFICE NON-PROFIT / CHARITY SAATCHI & SAATCHI ME, Dubai UNITED ARAB EMIRATES PRODIGIOUS, Dubai / VOX HAUS, Porto Alegre
	Single market campaign	THE UNSTAINABLE THOBE HEINZ HEINZ KETCHUP WUNDERMAN THOMPSON, Dubai UNITED ARAB EMIRATES
	Corporate purpose & social responsibility	HEARING CHALLENGE VODACOM HEARINGZA APP VMLY&R, Johannesburg SOUTH AFRICA VMLY&R, Johannesburg / SLIKORONLIFE, Sandton
Entertainment	Social behaviour & cultural insight	SCHOOLGIRL NEWSCASTERS EBM GIRLS' EDUCATION IMPACT BBDO, Dubai UNITED ARAB EMIRATES BBDO PAKISTAN, Lahore / SHINY TOY GUNS, Karachi / DIAGRAM, Karachi
Entertainment: Music	Use of original composition	FREQUENCIES OF PEACE BABYSHOP BABYSHOP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Use of licensed/Adapted music	THE HOMECOMING HOME CENTRE HOME CENTRE LEO BURNETT, Dubai UNITED ARAB EMIRATES
	Diversity & inclusion in music	FREQUENCIES OF PEACE BABYSHOP BABYSHOP FP7 McCANN, Dubai UNITED ARAB EMIRATES
Experience: Brand Experience & Activation	Food & drink	BREAD OF THE NATION AB INBEV SA CASTLE LAGER OGILVY SOUTH AFRICA, Cape Town SOUTH AFRICA
	Retail	THE HIDDEN ROOM HOME BOX HOME BOX LEO BURNETT, Dubai UNITED ARAB EMIRATES
	Media/Entertainment	SOLE MUSIC SOLE MUSIC SOLE MUSIC _ AND US, Dubai UNITED ARAB EMIRATES
	Not for profit/Charity/Government	THE UNDENIABLE STREET VIEW UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS THE UNDENIABLE STREET VIEW _ AND US, Dubai UNITED ARAB EMIRATES
	Social engagement & integration for live experience	THE HEINZ JACK HEINZ HEINZ KETCHUP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Customer retail/In-store experience	THE GIVING ROOM IKEA/MSF RETAIL FOR HUMANITARIAN CAUSE DDB, Dubai UNITED ARAB EMIRATES
	Customer acquisition/Retention	SELF-CHECK OUT K-LYNN K-LYNN LEO BURNETT, Dubai UNITED ARAB EMIRATES
	Live brand experience/Activation	THE HEINZ JACK HEINZ HEINZ KETCHUP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Live brand experience/Activation	THE DRIVE THRU SCHOOL MCDONALDS MCDONALDS LEO BURNETT, Dubai UNITED ARAB EMIRATES

	Live brand experience/Activation	THE GIVING ROOM IKEA/MSF RETAIL FOR HUMANITARIAN CAUSE DDB, Dubai UNITED ARAB EMIRATES
	Guerilla marketing & stunts	THE HEINZ/JACK HEINZ HEINZ KETCHUP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Integrated brand experience	THE CALL JEEP JEEP PUBLICIS MIDDLE EAST, Dubai UNITED ARAB EMIRATES
	Local brand	FREQUENCIES OF PEACE BABYSHOP BABYSHOP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Social behaviour	WAXING LADY TUTORIALS GHARPAR / INDUS HOSPITAL BREAST CANCER AWARENESS IMPACT BBDO, Dubai UNITED ARAB EMIRATES
	Cultural insight	THE UNSTAINABLE THOBE HEINZ HEINZ KETCHUP WUNDERMAN THOMPSON, Dubai UNITED ARAB EMIRATES
Health: Health & Wellness	OTC products / devices)	SOLE MUSIC SOLE MUSIC SOLE MUSIC _ AND US, Dubai UNITED ARAB EMIRATES
	OTC products / devices)	SOLE MUSIC SOLE MUSIC SOLE MUSIC _ AND US, Dubai UNITED ARAB EMIRATES
	OTC products / devices)	SOLE MUSIC SOLE MUSIC SOLE MUSIC _ AND US, Dubai UNITED ARAB EMIRATES
	Health & wellness tech	SOLE MUSIC SOLE MUSIC SOLE MUSIC _ AND US, Dubai UNITED ARAB EMIRATES
	Health & wellness tech	SOLE MUSIC SOLE MUSIC SOLE MUSIC _ AND US, Dubai UNITED ARAB EMIRATES
	Brand-led education & awareness	FREQUENCIES OF PEACE BABYSHOP BABYSHOP FP7 McCANN, Dubai UNITED ARAB EMIRATES
	Brand-led education & awareness	THE HIDDEN ROOM HOME BOX HOME BOX LEO BURNETT, Dubai UNITED ARAB EMIRATES
	Fundraising & advocacy	EMPTY PLATES UAE GOVERNMENT MEDIA OFFICE NON-PROFIT / CHARITY SAATCHI & SAATCHI ME, Dubai UNITED ARAB EMIRATES
	Fundraising & advocacy	EMPTY PLATES UAE GOVERNMENT MEDIA OFFICE NON-PROFIT / CHARITY SAATCHI & SAATCHI ME, Dubai UNITED ARAB EMIRATES



#Cannes2023: The diary of Creative Circle: Roanna Williams' tips on how to survive a Cannes jury room

Roanna Williams 19 Jun 2023



See all the shortlisted entries [here](#)

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ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

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