

Ogilvy and Romance Films shortlisted in Film category

The shortlist for Classic: Film has been released as well as the remaining shortlists for Experience, that is Creative Business Transformation, Creative Commerce and Mobile as well as Strategy: Creative Effectiveness and Creative Commerce.



More shortlists have been released by Cannes Lions

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Ogilvy and Romance Films have two entries shortlisted under Film for client KFC, for the campaign, *Anything for Taste*.



#Cannes2023: UAE Impact BBDO takes Grand Prix, Ogilvy SA wins Gold; Nigeria awarded first Lion
Danette Breitenbach 20 Jun 2023



Shortlists

Film	Retail (A05)	Anything for Taste, KFC KFC Brand, Ogilvy, Johannesburg SA & Romance Films, Cape Town
Film	Retail (B05)	Anything for Taste, KFC KFC Brand, Ogilvy, Johannesburg SA & Romance Films, Cape Town
Experience: Creative Business Transformation	Experience transformation	Self-check out, K-Lynn, Leo Burnett, Dubai UAE
Experience: Creative commerce	Creative Commerce	The Subconscious Order, Hungerstation, Hungerstation Delivery App, Wundermann Thompson, Riyadh Saudi Arabia
Experience: Creative commerce	Social behaviour & cultural insight	Self-check out, K-Lynn, Leo Burnett, Dubai UAE
Experience: Creative commerce	Social behaviour & cultural insight	Time to Read, Kinokuniya Bookstore, Saatchi & Saatchi ME, Dubai UAE
Experience: Creative commerce	Targeting, insights and personalisation	The Subconscious Order, Hungerstation, Hungerstation Delivery App, Wundermann Thompson, Riyadh Saudi Arabia
Mobile	Connected devices / wearables	Sole Music, Sole Music _ AND US, Dubai UAE & Blackbox Dubai

Mobile	Social Purpose	Guardians, Santam, Accenture Song, Cape Town SA
Strategy: Creative strategy	Retail	Liquid Billboard, adidas, adidas modest swimwear, Havas, Middle East, Dubai, UAE
Strategy: Creative strategy	Audience insight	Self-check out, K-Lynn, Leo Burnett, Dubai UAE
Strategy: Creative strategy	Corporate purpose & social responsibility	The Elections Edition, Annahar Newspaper, Impact BBDO, Dubai UAE
Strategy: Creative strategy	Collaboration	Superstar Ravi, adidas, adidas originals, Havas Middle East, Dubai / Red Havas Middle East, Dubai UAE
Strategy: Creative strategy	Experience & relationship models	Self-check out, K-Lynn, Leo Burnett, Dubai UAE
Strategy: Creative strategy	Experience & relationship models	Superstar Ravi, adidas, adidas originals, Havas Middle East, Dubai / Red Havas Middle East, Dubai UAE



#Cannes2023: Africa and the Middle East agencies in Cannes shortlists

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