

Media, Mobile, Outdoor shortlists

The Media, Mobile and Outdoor shortlists have been released and South Africa features in two of the three categories. (video)

MEDIA LIONS SHORTLIST				
Category	Title	Client	Product	Agency
Use of Outdoor	A Rainbow for the Rainbow Nation	Coca-Cola South Africa	Coca-Cola	FCB South Africa Johannesburg
Use of Ambient Media: Large Scale	A Rainbow for the Rainbow Nation	Coca-Cola South Africa	Coca-Cola	FCB South Africa Johannesburg
Use of Special Events and Stunt/Live Advertising	The Street Store	The Haven Night Shelter	Public Awareness/Charity	M&C Saatchi Abel Cape Town
Use of Social Platforms	MTN Nekomination	MTN South Africa	Corporate Social Responsibility	Wunderman Aqua Parklands, JHB
Charities, Public Health & Safety, Public Awareness Messages	The Street Store	The Haven Night Shelter	Public Awareness/Charity	M&C Saatchi Abel Cape Town

A Rainbow for the Rainbow Nation by [FCB South Africa Johannesburg](#) for [Coca-Cola](#)

The Street Store by [M&C Saatchi Abel Cape Town](#) for [The Haven Night Shelter](#)

MTN - #NekNomination by [Wunderman/Aqua](#) for [MTN South Africa](#)

OUTDOOR LIONS SHORTLIST				
Category	Title	Client	Product	Agency
Cars & Automotive Services	Johannesburg	Volkswagen South Africa	Touareg	Ogilvy & Mather Cape Town
Cars & Automotive Services	Cape Town	Volkswagen South Africa	Touareg	Ogilvy & Mather Cape Town
Cars & Automotive Services	Durban	Volkswagen South Africa	Touareg	Ogilvy & Mather Cape Town
Fundraising, Donations & Appeals, Charities, Non-Profit Organisations, Public Health & Safety, Public	Meet Me At The House	Volkswagen South Africa	Volkswagen	Ogilvy & Mather Cape Town
Fundraising, Donations & Appeals, Charities, Non-Profit Organisations, Public Health & Safety, Public	Picking Up My Wife	Volkswagen South Africa	Volkswagen	Ogilvy & Mather Cape Town
Fundraising, Donations & Appeals, Charities, Non-Profit Organisations, Public Health & Safety, Public	I'm Going To James	Volkswagen South Africa	Volkswagen	Ogilvy & Mather Cape Town
Adapted Indoor Posters	Volleyball	Volkswagen South Africa	Volkswagen Genuine Parts	Ogilvy & Mather Cape Town
Adapted Indoor Posters	Popcorn	Volkswagen South Africa	Volkswagen Genuine Parts	Ogilvy & Mather Cape Town
Small Scale Special Solutions	The Tiger Alphabet	Tiger Brands	Tiger Brands	TBWAHUNTLASCARIS Johannesburg
Special Build	A Rainbow for the Rainbow Nation	Coca-Cola South Africa	Coca-Cola	FCB South Africa Johannesburg
Transit	Licence To Live	Caltex	Licence To Live	Y&R South Africa Cape Town

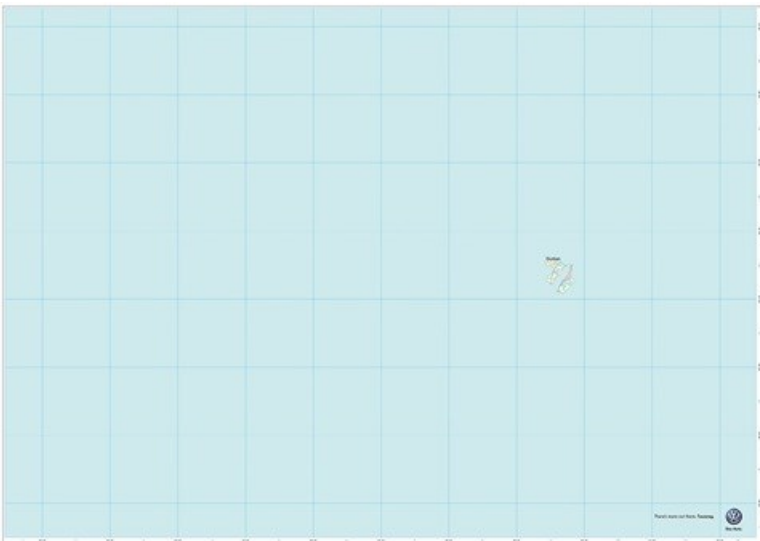
Johannesburg by [Ogilvy Cape Town](#) for [Volkswagen](#)



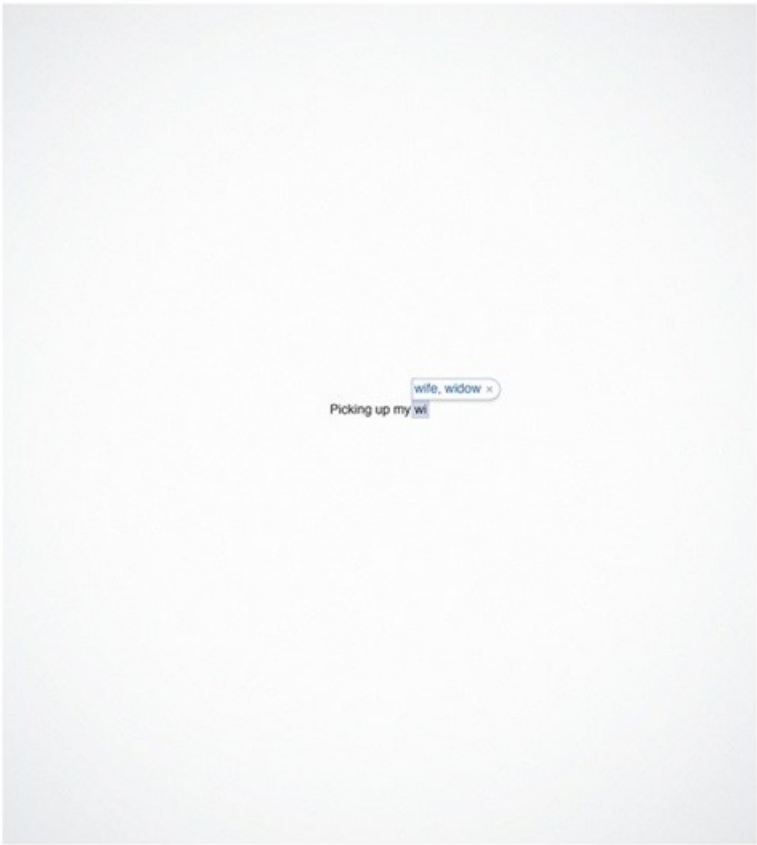
Cape Town by [Ogilvy Cape Town](#) for [Volkswagen](#)



Durban by [Ogilvy Cape Town](#) for [Volkswagen](#)



Picking up my wife by [Ogilvy Cape Town](#) for [Volkswagen](#)

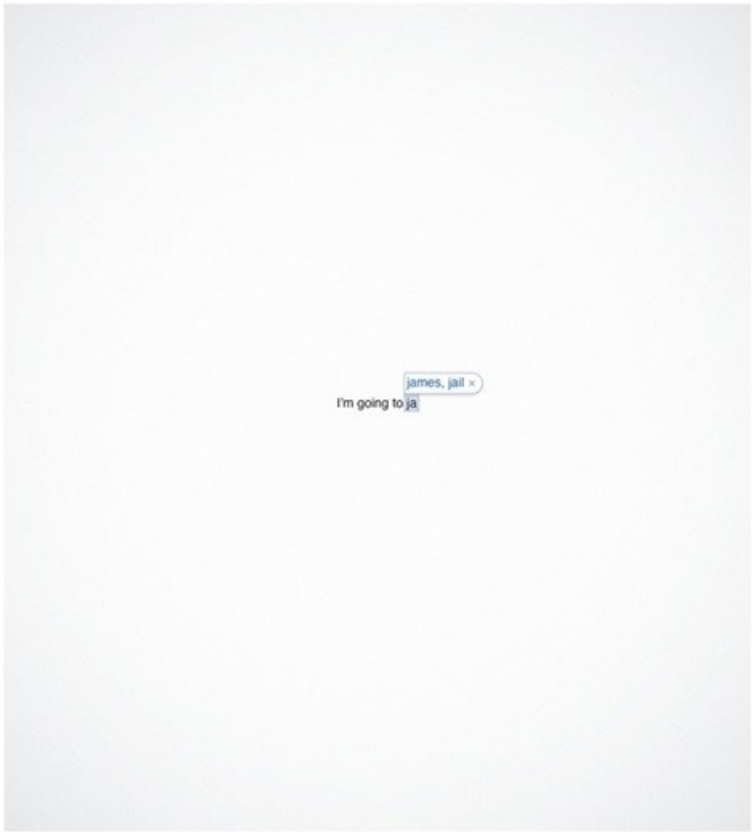


Picking up my wi
wife, widow x

Please don't text and drive.



I'm going to James by [Ogilvy Cape Town](#) for [Volkswagen](#)



Please don't text and drive.



Volleyball by [Ogilvy Cape Town](#) for [Volkswagen](#)



Just because it fits, doesn't mean it'll work.
Choose Volkswagen Genuine Parts.

A campaign in pieces

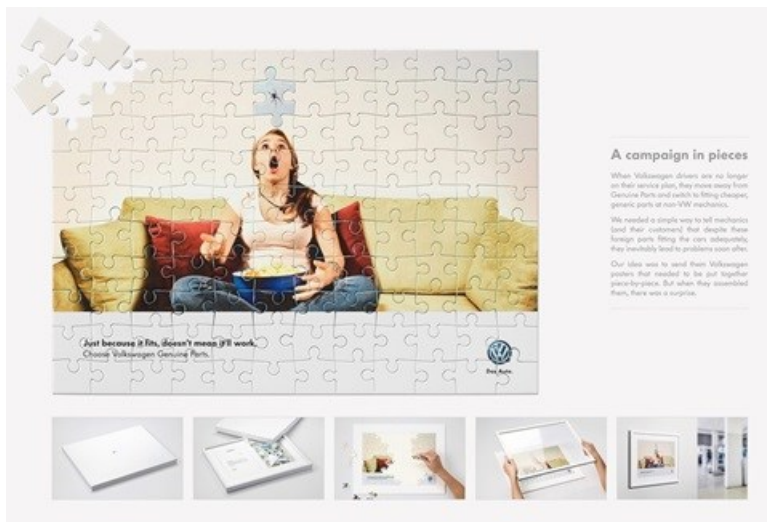
When Volkswagen drivers are no longer on their service plan, they move away from Genuine Parts and switch to fitting cheaper, generic parts of non-VW mechanics.

We needed a single aim to tell mechanics (and their customers) that despite these foreign parts fitting the cars adequately, they inevitably lead to problems soon after.

Our idea was to send them Volkswagen posters that needed to be put together piece-by-piece. But when they assembled them, there was a surprise.



Popcorn by [Ogilvy Cape Town](#) for [Volkswagen](#)



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