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Cannes: Singapore Grabs Pair Each In Direct & Promo

By: John Davidson, Singapore

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Cannes - Singapore has grabbed two shortlists in each of the Direct and Promo Lions categories at the Cannes Lions International Advertising Festival, with **McCann Erickson's famous 'Raffles Place Ghost' campaign leading the way.**

McCann Singapore's viral work for GMP has received two shortlists in the Direct category. In the Promo Lions section, JWT Singapore has been shortlisted for its 'Cinema Takeover' campaign for SilkAir, and Y&R Singapore has been shortlisted for 'Save the World' for Oxford Fajar.

In total Asia has 28 entries shortlisted in Promo and 19 in Direct. The winners of the Direct and Promo categories will be announced tomorrow.

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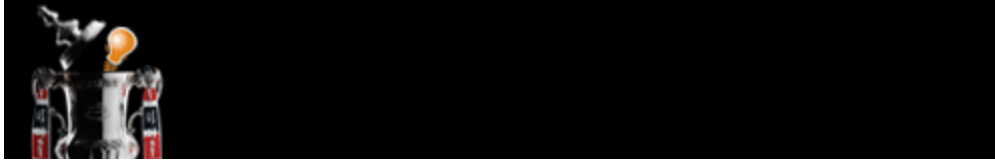
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