

Cannes Press Release

Advantage Y&R Make a Meaningful Impact at the Cannes Lions Festival of Creativity

Windhoek, 26 June 2017: Namibia's most awarded advertising agency return with a Cannes shortlist and an Act Responsible Award

The Cannes Lions Festival of Creativity is the world's most prestigious Advertising Awards, and the competition for prizes is fierce.

One piece of work entered by Advantage Y&R caused a stir and garnered plenty of praise. The work was a series of print ads entitled 'African Trash Masks' which were created as an anti-littering and recycling campaign for Greenpeace Africa.

The campaign was shortlisted (a first for any Namibian advertising agency) in the Outdoor category.

The campaign was also exhibited by Act Responsible, an organisation at Cannes celebrating global creativity which supports good causes. Visitors to the exhibition (and the website) were invited to select their favourite ads, and African Trash Masks won 2nd prize in the Planet category.

'African Trash Masks' for Greenpeace Africa was conceptualised and designed by Advantage Y&R. The masks themselves were created by talented Namibian artists Petrus Shiimi and Saima Iita.

The campaign was aligned with Greenpeace as part of their ongoing efforts to raise awareness for pollution and instigate positive change in this regard.

Advantage Y&R

A full-service Advertising Agency based in Windhoek, Namibia. Our motivation is to allow our imagination and thinking to go where it needs to go, to create work that really works. Advantage Y&R was founded more than 20 years ago, and services an extensive portfolio of Namibian brands. We are also affiliated with Y&R Global, which gives us the added benefit of having access to a broader network of resources and skills.

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