



THE BEST OF

AFRICA

AT CANNES LIONS INTERNATIONAL
FESTIVAL OF CREATIVITY 2026



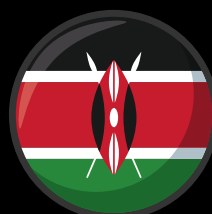


GRAND PRIX



**THE PARTNERSHIP AGENCY
KENYA**

**SUSTAINABLE DEVELOPMENT GOALS
TOO GOOD – PAID SICK LEAVE FOR COWS**





GOLD



INSIGHT REDEFINI
NIGERIA

CREATOR COLLABORATION
VASELINE – THE REAL NIGERIAN PRINCE





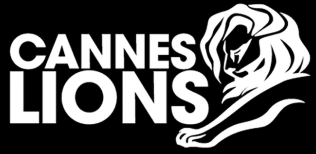
SILVER



**VML
SOUTH AFRICA**

**SOCIAL & CREATOR
VASELINE – MNTANA KA GOGO**





BRONZE + SILVER GLASS



**EDELMAN
SOUTH AFRICA**

**PR + LION FOR CHANGE
WOMEN FOR CHANGE – THE UNBURIED CASKET**





BRONZE



**JOE PUBLIC
SOUTH AFRICA**

AUDIO & RADIO

**AB INBEV/HANSA PILSNER – HEALING ERA,
THE HUSTLE, DULULU IS THE SOLULU**





SILVER + BRONZE



**ACCENTURE SONG
SOUTH AFRICA**

**ENTERTAINMENT + CREATIVE DATA
THE PHILIPSTOWN WIRECAR GRAND PRIX**





SHORTLIST



LEPUB
SOUTH AFRICA

OUTDOOR
HEINEKEN – BAR DE CHANGE





SHORTLIST

THE CHALLENGE

The Nairobi-based Pearl To Cape Expedition team had a big idea: to build a fleet of electric buses to connect the capital to the coast. But the challenge was not just the technology, it was the business model. They had to convince investors and the public that electric buses were a viable and profitable solution.

THE SOLUTION

The team, led by Pearl To Cape Expedition, developed a business model that focused on the long-term benefits of electric buses. They highlighted the lower operating costs, reduced maintenance, and the potential for revenue through advertising and other services. They also emphasized the environmental benefits and the potential for job creation.

THE RESULTS

The team's efforts paid off. They successfully secured funding and built a fleet of 450 electric buses. The buses are now operating on routes between Nairobi and the coast, providing a reliable and sustainable mode of transport.

UNUSUAL

The bus that sold itself

RESULTS

- 450 BUSES ORDERED**
Largest order in Kenya history
- 10.9M REACH**
Reached over 10 million people
- 13,784 KM**
Ran 13,784 km on a single charge

THE QUOLLECTIVE KENYA

CREATIVE B2B BUSINESS UNUSUAL THE PEARL TO CAPE EV BUS EXPEDITION





SHORTLIST



Ad-free music listening.  Spotify Premium

**MACHINE
SOUTH AFRICA**

**OUTDOOR
SPOTIFY – DON'T.STOP.THE.MUSIC**





AFRICA WRAPPED



UNLOCK AFRICAN CREATIVITY

www.tiastudio.co.uk