

# SA takes three Promo & Activation Lions

The winners of the Promo & Activation, Direct, PR and Creative Effectiveness Lions were announced yesterday, 16 June 2014. South Africa had a total of three awards winners in the Promo & Activation category. (video)

PROMO & ACTIVATION WINNERS				
Title	Client	Product	Agency	Award
A Rainbow for the Rainbow Nation	Coca-Cola South Africa	Coca-Cola	FCB South Africa Johannesburg	2 x Bronze Lions
The Tiger Alphabet	Tiger Brands	Tiger Brands	TBWA\HUNT\ASCARIS Johannesburg	Bronze Lion

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

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