

# Dubai Lynx: SA represented in 2012 jury lineup

DUBAI, UAE: The Dubai International Advertising Festival, one of the leading festival and awards events for creative excellence in the Middle East and North Africa, has announced the members of the juries responsible for judging and awarding entries into the sixth Dubai Lynx Awards.



South Africa is represented by Jennifer Ehlers, King James RSVP, on the Design Jury, Ivan Johnson, 140 BBDO, on the Film, Print, Outdoor, Radio and Craft Jury, and the Integrated Jury and Theo Ferreira, Hello World, on the Direct, Promo & Activation, Interactive and Mobile Jury.

A total of 35 international, industry experts will come together in Dubai to judge and debate over the best of the region's work. Divided into six juries, each led by their own jury president, jury members will this year see entries from 14 categories: Film, Print, Outdoor, Radio, Media, Direct, Promo & Activation, Interactive, Print & Poster Craft, Film Craft, Design, Integrated and new for this year, PR and Mobile.

"We are delighted to be bringing these international juries to Dubai. As individuals they are knowledgeable and passionate within their fields and together will bring fresh ideas and perspectives in judging the creativity currently coming out of the MENA region. We look forward to welcoming them and seeing which entries they will choose to take home the coveted Lynx trophies," said Emma Lancaster, festival director, Dubai Lynx.

## The 2012 jury members:

### *Film, Print, Outdoor, Radio and Craft Jury*

Ted Royer, partner, executive creative director, Droga5, USA - jury president

Scott Lambert, creative director, Innocean, Australia

Doerte Spengler-Ahrens, chief creative officer, Jung von Matt/Fleet, Germany

Abhijit Avasthi, national creative director, Ogilvy & Mather, India

Ivan Johnson, executive creative director, 140 BBDO, South Africa

Carla Romeu, creative director, El Laboratorio, Spain

John Pallant, regional creative director, EMEA, Saatchi & Saatchi, UK

### *Direct, Promo & Activation, Interactive and Mobile jury*

Gastón Bigio, regional creative director, Ogilvy Latina and founder, David, Argentina - jury president  
Nancy Hartley, executive creative director, SapientNitro, Australia  
Erik Backes, executive creative director, Wunderman, Germany  
Odile Crézé, executive creative director, DraftFCB, France  
Chris Baylis, executive creative director, Tribal DDB, The Netherlands  
Theo Ferreira, executive creative director/co-founder, Hello World, South Africa  
Nick Darken, partner | executive creative director, Albion, UK

#### *Media Jury*

Jacki Kelley, global chief executive officer, UM, Global - jury president  
John Sintras, chief executive officer, Starcom MediaVest, Australia  
Gino Baeck, chief executive officer, Mindshare, Belgium  
Jens Erichsen, managing director, Carat, Germany  
Jasmin Sohrabji, chief executive officer, Omnicom Media Group, India  
Niclas Fröberg, chief executive officer/founder, Tre Kronor Media & Advertising, Sweden  
Hugh Cameron, chief strategy officer, PHD Media, UK

#### *Design Jury*

Jonathan Ford, creative partner, Pearlfisher, UK - jury president  
Tristan Macherel, executive creative director, The Brand Union, France  
Alok Nanda, chief executive officer, Alok Nanda & Company, India  
Bruno Stucchi, owner/creative director, Dinamomilano, Italy  
Rita Baltazar, partner, co-founder and creative director, By, Portugal  
Jennifer Ehlers, creative director, King James RSVP, South Africa  
Catrin Vagnemark, creative director, BVD Design Bureau, Sweden

#### *PR Jury*

Richard Millar, chief executive officer, Hill & Knowlton, UK - jury president  
Cyrille Arcamone, senior vice president & senior partner, Fleishman-Hillard, France  
Tobias Schlösser, chief operating officer, EMEA, Ledavi, Germany  
Sunil Gautam, director, Hanmer MSL Communications, India  
Giorgio Cattaneo, president, chief executive officer, MY PR, Italy  
Catarina Vasconcelos, managing director, LPM, Portugal  
Christina Saliba, chief executive officer, Weber Shandwick, Sweden

#### *Integrated Jury*

Ted Royer, partner, executive creative director, Droga5, USA - jury president  
Gastón Bigio, regional creative director, Ogilvy Latina and founder, David, Argentina  
Jonathan Ford, creative partner, Pearlfisher, UK  
Ivan Johnson, executive creative director, 140 BBDO, South Africa  
Jacki Kelley, global CEO, UM, Global  
Richard Millar, chief executive officer, Hill & Knowlton, UK  
John Pallant, regional creative director, EMEA, Saatchi & Saatchi, UK

There's still time to enter the Dubai Lynx awards. Entries can be [submitted through the website](#) where further information, entry tips and details about the Festival and Awards can also be found.

The Dubai International Advertising Festival takes place from 4-6 March with the Dubai Lynx Awards drawing the Festival to a close on 7 March. Anyone wishing to attend should visit <http://www.dubailynx.com/registration/> for details of delegate packages and to take advantage of the special Early Bird Discount, available until 2 February.

### **Key dates:**

Delegate Registration: Open. Early Bird Discount available until 2 February 2012

Entries Open: Open

Entries Close: 2 February 2012

Festival Dates: 4-6 March 2012, Madinat Jumeirah, Dubai, UAE

Dubai Lynx Awards: 7 March 2012, Madinat Arena, Madinat Jumeirah, Dubai, UAE

For more, visit: <https://www.bizcommunity.com>