

Raja Trad: Dubai Lynx Advertising Person 2012 Award

DUBAI, UAE: The Dubai International Advertising Festival, one of the leading awards for creative excellence in advertising and communications in the Middle East and North Africa, has announced that Raja Trad, CEO of Leo Burnett Group MENA and member of the Leo Burnett Worldwide Global Leadership Council (GLC), will be presented with the Dubai Lynx Advertising Person 2012 Award.



The Dubai Lynx Advertising Person Award is presented to an individual who has made significant contributions to advancing the reputation and profile of the communications industry in the MENA region. The recipient of the award is selected by the organisers of the Dubai International Advertising Festival.

Trad is the CEO of the Leo Burnett Group of Companies, MENA, an integrated communications network (brand agency, cross channel brand building experts, digital and new media activation and public relations) headquartered in Dubai with offices in Abu Dhabi, Jeddah, Riyadh, Kuwait, Qatar, Beirut, Amman, Cairo and Casablanca. Through solid and expansive partnerships with its multinational clients and through the strong growth of its regional and local accounts, Leo Burnett MENA has become one of the region's leading agencies.

Trad says: "It is an honour to receive this recognition, especially from such a professional, credible body, which works hard with us to elevate the industry standards of advertising and communications in the region. I would like to take this opportunity to thank the Lynx Committee for presenting to me the title Dubai Lynx Advertising Person 2012. I owe my success to my team of Burnnetters who, together with me, believe in a shared vision and a culture of seamless collaboration. Our common beliefs and passionate commitment to advertising, coupled with high integrity, has got us to where we are today."

Trad will be presented with the Dubai Lynx Advertising Person 2012 trophy during the awards ceremony and dinner to be held on Wednesday 7 March at the Madinat Jumeirah Arena in Dubai, venue of the festival.

Previous recipients of this honour are Joseph Ghossoub, president and CEO of MENACOM (formally The Holding Group); Tanvir Kanji, Head of Inca Tanvir; Ramzi Raad, Chairman & CEO of TBWA\RAAD Middle East; and the 2011 recipient was His Highness Sheikh Ahmed bin Saeed Al Maktoum, chairman and CEO of Emirates Airline & Group.

Key dates:

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

Entries: 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

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