

Pete Case appointed to Dubai Lynx jury

Pete Case, executive creative director at Gloo Digital, will be joining other international creative leaders from the Middle East and North Africa region as members of the Direct, Sales Promotion & Interactive Jury for the second Dubai International Advertising Festival in 2009. Comments Case, "I'm really looking forward to seeing and finding the best work from across the Middle East and North Africa. In economic times such as these, more than ever, it's stand-out ideas that are helping brands maintain market share, so I'm looking forward to being part of a festival that celebrates work of excellence."

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