Dubai Lynx: Over 2000 entries into 2012 awards

DUBAI, UAE: The 6th Dubai Lynx Awards, one of the premier awards celebrating creative excellence in MENA's advertising and communications industry, has received a total of 2037 entries from 17 countries.



Entries have been submitted into 14 entry categories, including the newly launched Mobile and PR: Film (237 entries), Film Craft (127), Print (305), Outdoor (237), Print & Poster Craft (135), Radio (109), Direct (95), Design (97), PR (67), Promo & Activation (114), Media (296), Mobile (10), Interactive (154), Integrated (54).

The UAE have submitted the most entries with 1211, followed by Lebanon with 284, Egypt with 198 and Saudi Arabia with 138 entries.

A total of 35 jury members will be present in Dubai to judge and award the 2012 entries. Heading up the juries will be: Ted Royer, partner & executive creative director of Droga5 (Film, Print, Outdoor, Radio and Craft); Gaston Bigio, founder of DAVID and regional creative director Ogilvy Latina (Direct, Promo & Activation, Interactive and Mobile); Jacki Kelley, global CEO of UM (Media); Jonathan Ford, creative partner of Pearlfisher (Design); Richard Millar, CEO of Hill+Knowlton UK (PR).

Philip Thomas, CEO of Cannes Lions, which together with Motivate Publishing are organisers of Dubai Lynx says, "The fact that the awards have attracted over 2000 entries is testament to the importance of Dubai Lynx to the creative community in the MENA region. It also shows that the industry in the Middle East is standing strong in what are difficult times. We look forward to showcasing and celebrating the greatest work from the region."

The winners will be announced at the Awards Ceremony taking place at the Madinat Jumeirah in Dubai on Wednesday 7 March. Also awarded at the ceremony will be the Network of the Year, Agency of the Year, Media Agency of the Year and new Lynx Palm Award, given to the most awarded production company in the Film and/or Film Craft categories. Raja Trad, CEO of Leo Burnett Group MENA and member of the Leo Burnett Wordwide Global Leadership Council, will be presented with the Dubai Lynx Advertising Person 2012 Award, and Al Rajwani, vice president & general manager, P&G Arabian Peninsula & Pakistan will be present to receive the Advertiser of the Year Award on behalf of P&G.

The Dubai International Advertising Festival kicks off in just three days and anyone wishing to attend the Festival and Dubai Lynx Awards can register via the website at http://www.dubailynx.com/registration/.

Key dates:

Delegate Registration: Open.
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

Find Dubai Lynx on LinkedIn, Facebook, Twitter, YouTube.

For further information go to www.dubailynx.com.
Dubai Entry Summary By Country.

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