

2015 Advertiser of the Year is Henkel

DUBAI, UAE: Henkel, the global manufacturing company known for some of MENA's best-known brands, will be honoured at the Dubai Lynx Awards as the 2015 Advertiser of the Year.



Philip Thomas, CEO of Lions Festivals, commented that Henkel was "worthy recipients of this award due to its phenomenal marketing efforts which have resulted in creative advertising that proves to be innovative and inspirational time and time again."

Last year, Henkel took five gold awards, as well as a Grand Prix in the Direct category for 'Preserving Pride', DDB Dubai's campaign for Persil Black and Persil White. While over the previous three years, Henkel took home seven trophies from Dubai Lynx.

Mohamed Siam, Regional Marketing Director at Henkel, said, "Achieving success through business results is motivating and inspiring, however what makes it even better is when we can transfer our trademark to a love mark with the consumers. This can only be done through creative communication that can bridge between the brand strategy and the consumer needs in the most entertaining way. This prize/nomination is the proof to us that we are working on the right direction on that track. And we will work very hard to get it more times because excelling in our communication development is a commitment that we honour."

Siam will be present at the Dubai Lynx Awards to collect the trophy on behalf of Henkel. The award show takes place on 11 March at the Madinat Jumeirah in Dubai. For more information, go to www.dubailynx.com.

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