

Dubai Lynx Awards 2009 open for entries

The third Dubai Lynx Awards, the Middle East and North Africa Advertising Awards for creative excellence, has now opened for entries. The event will be held from 15-17 March 2009 in Dubai UAE.

Presented by Cannes Lions International Advertising Festival together with their regional partners, Motivator Publishing, the Dubai International Advertising Festival is held with the support of Dubai Media City (DMC) and in association with the UAE Chapter of the International Advertising Association (IAA).

Work can be entered in TV/cinema, outdoor, print, radio, interactive, direct and sales promotion, media and integrated categories.

The jury, comprising of 29 creative leaders from 14 different countries, will come from across the globe to discuss and award the best of advertising and communications creativity in the MENA region. Chairing the media jury is Richard Beaven, worldwide CEO of Worldwide Initiative, whilst the direct, sales promotion and interactive jury will be presided over by Dylan Taylor, creative director of BMF Sydney. The TV/cinema, print, outdoor and radio jury president will be announced shortly.

The Dubai International Advertising Festival now in its second year will see an extensive three-day programme of topical seminars and workshops, exhibitions and young creative competitions. Prizes will be awarded at the awards ceremony on 17 March, 2009. The festival takes place at the new Palladium complex located in Dubai Media City.

To enter and for further details go to www.dubailynx.com.

Entry deadline: 12 February 2009