

Dubai Lynx 2010 winners announced

DUBAI: The awards ceremony for the 2010 Dubai Lynx took place on Wednesday, 17 March 2010 at the newly opened Palladium in Dubai Media City. The winners in this year's annual creative advertising competition for the Middle East and North Africa were revealed.



156 Dubai Lynx trophies were awarded after a total of 1364 entries were judged.

The Media category was the strongest with a total of 40 winners, followed by Direct & Sales Promotion with 26 and Print and Outdoor with 19 each. There were 17 trophies presented in the Interactive category, nine TV/Cinema, six in Integrated and four in Radio. In the new Craft category, there were 16 awards presented in total - nine in Print Craft and seven in Film Craft.

Eight Grand Prix winners

- The Media Grand Prix went to Starcom MediaVest Group, Dubai, for Chevrolet's 'Confessions of Corporate Spies'.
- The Print Grand Prix went to the agency Elephant, Cairo, for Sima Food Industries' Lika Gum campaign 'Out of this World'.
- The Dubai Metro 'Abandoned Cars' campaign by Saatchi & Saatchi Dubai won this year's Outdoor Grand Prix.
- The Direct and Sales Promotion Grand Prix was awarded to Memac Ogilvy & Mather Dubai for the campaign 'Dustvertising' for BP Visco Engine Oil.
- This year's Interactive Grand Prix went to Memac Ogilvy Label Tunisia for SFTP's 'Boga Cidre' ad.
- Leo Burnett Cairo won the TV/Cinema Grand Prix for the Melody Entertainment 'Arabic Films - The Mother of all Foreign Films' campaign.
- The Integrated Grand Prix went to Elephant, Cairo for '89 Fans from 89' for Coca-Cola.
- Leo Burnett Cairo was awarded the first Dubai Lynx Craft Grand Prix in the TV Craft category again for the 'Arabic Films - The Mother of all Foreign Films' campaign for Melody Entertainment.

There was no Grand Prix awarded in Radio.



Second year win for Starcom

Memac Ogilvy & Mather Dubai was honoured with 2010 Agency of the Year, with 2nd place going to TBWA/Raad Dubai, and 3rd place to JWT Dubai.

Media Agency of the Year was awarded to Starcom MediaVest Group, Dubai, for the second year. Runner up were OMD Dubai, and third place went to Leo Burnett Beirut.

New for 2010 was Network of the Year, which went to JWT. Memac Ogilvy & Mather were awarded second place, and Y&R were in third.

Young Creatives competitions

The winners of the Young Creatives competitions were also revealed during the ceremony with the team from Leo Burnett Dubai winning the Print competition, and the team from Starcom MediaVest Group Dubai winning the Media competition.

Also honoured during the ceremony was STC, the national telecommunications services provider in Saudi Arabia, and the largest in the Middle East, which was awarded with the title of Advertiser of the Year and collected on stage by Mohammad Al Faraj, general manager: corporate communications.

Ramzi Raad, chairman, chairman and CEO of TBWA/RAAD Middle East was presented with this year's Advertising Person of the Year award.

The winning work, which was judged over the last week by 21 international creatives and media experts from 10 countries in Dubai, can be viewed at www.dubailynx.com/winners/2010/.

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