

Dubai Lynx winners announced

The results of the second Dubai Lynx Awards, the leading creative advertising competition for the Middle East and North Africa, were announced last night, Wednesday, 2 April 2008. The United Arab Emirates lead the pack, followed by Qatar, Lebanon and Egypt.

The judges (29 top international creatives and media experts from 17 countries) short-listed 513 advertisements from the 2023 entries and awarded a total of 180 Dubai Lynx trophies.

The print category was the strongest with 45 winners, followed by outdoor with 40, direct with 28, new media with 24 and TV/cinema with 20. There were also 15 winners in the interactive category and four each in the integrated and radio categories.

UAE took home 127 trophies, followed by Qatar with 18, Lebanon with 12 and Egypt with seven awards, including two Grand Prix.

The Print Grand Prix went to FP7 DOHA, Qatar, for EA Games B.D. Group, *Back Home*.

The Outdoor Grand Prix was awarded to Leo Burnett Beirut for Procter & Gamble's *Natural Colours Change*.

Leo Burnett Cairo won the TV/Cinema Grand Prix for the Melody Channel campaign *Akon, 50 Cents, Madonna, Shakira, Pussy Cats and Britney*.

The Direct Grand Prix was award to Bates Pangulf Dubai for Dubai First credit cards *We Know Who You Are*.

The first Media Grand Prix went to JWT Cairo for Vodafone Egypt, *Truck Stickers*.

The jury decided not to give a Grand Prix in the Interactive, Radio and Integrated categories.

JWT Dubai won the Agency of the Year trophy with FP7 Doha in second place and Fortune Promoseven Dubai in third.

The winners of the first Dubai Lynx Young Creatives competition were the MediaOne team, Abdul Shafeeq and Greeshma Nair from UAE.

You can view the winning entries at <http://www.dubailynx.com/winners>

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