

Dubai Lynx announces shortlist

The shortlists for this year's Dubai Lynx Awards' Print, Outdoor, Direct and Media categories, as well as the nominations for Radio and Interactive and TV/Cinema and Integrated, have been released.

Of the record 1573 entries submitted in these categories, 195 Print, 109 Outdoor, 50 Direct and 29 Media entries have made it through to the shortlist.

Of the 166 entries submitted in the Radio and Interactive categories, 58 made the cut; with 32 nominations in Radio and 26 for Interactive.

Of the 284 entries submitted in TV/Cinema and Integrated, 72 entries were shortlisted; 67 for TV/Cinema and 5 for Integrated.

Judging of the 2nd Dubai Lynx Awards, incorporated as part of the 1st Dubai International Advertising Festival, is currently taking place in Dubai by four juries made up of 29 leading creatives and media experts from around the world.

The winners, including the Dubai Lynx 2008 Agency of the Year, will be revealed tonight, Wednesday 2 April, during the Awards Dinner and Ceremony taking place at the Dubai International Convention and Exhibition Centre.

The final day of seminars and workshops today will include The Lynx Debate and Jury Presidents' addresses.