

2009 Dubai Lynx winners announced

The winners of the 2009 Dubai Lynx Awards were revealed on 17 March 2009 at the awards ceremony held at the Dubai International Convention and Exhibition Centre. The competition awards creative in the Middle East and North Africa. After judging 2079 entries the jury awarded a total of 135 Dubai Lynx trophies.

The Media category was the strongest with a total of 39 winners, followed by Print with 26, there were 21 in Outdoor, 18 trophies were awarded in the Direct and Sales Promotion category, 13 in TV/Cinema, 11 in Interactive, four Radio winners and three Integrated winners.

The Media Grand Prix went to Starcom MediaVest Group, Dubai for the "Fallen In love Again" Mars Chocolate campaign.

The Print Grand Prix went to Leo Burnett Cairo for the Heinz Ketchup campaign "Egyptian Hotdog", "Egyptian Burger", "Egyptian Pizza".

The Outdoor Grand Prix was awarded to FP7 Dubai for the Braindrain Education programme campaign "Gumi Bears", "Poodle Balloons", "Anatomy".

Fortune Promoseven, Cairo won the TV/Cinema Grand Prix for the Coca-Cola 2008 European Football campaign "France", "Italy", "Germany", "Spain".

There were no Grand Prix awarded in the Radio, Interactive, Direct and Sales Promotion and Integrated categories.

FP7 Doha were honoured with the Agency of the Year. Runners up were FP7 Dubai in second place and Y&R Dubai in third.

The inaugural Media Agency of the Year trophy was awarded to Starcom MediaVest Group, Dubai with OM Dubai taking second place and in third, Leo Burnett Beirut.

The winners of the Young Creatives competitions were also revealed during the ceremony with the team from TBWA-Raad in Dubai winning the Print competition and the team from Initiative Dubai winning the Media competition.

Also honoured during the ceremony were Melody Entertainment Ltd which was awarded with the Advertise of the Year award and Tanvir Kanji, Head of Inca Tanvir, was named as Advertising Person of the Year.

The winning work, which was judged over the last week by 29 top international creatives and media experts from 14 countries in Dubai, can be viewed at www.dubailynx.com/winners.

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On behalf of : CineMark

For Media information : Simon Letanta

Telephone : 011 704 7770/1

Email :

simon@thelime.co.za

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