

2009 Dubai Lynx Agency of the Year Award withdrawn

The organisers of the 2009 Dubai Lynx Awards have announced that they are withdrawing the Agency of the Year award from FP7 Doha and the trophy will subsequently now not be awarded this year. Investigations after the 2009 awards show apparently revealed examples of work from FP7 Doha that did not meet the Dubai Lynx entry criteria.



Subsequently the 18 submissions and the associated seven awards have been withdrawn. Those awards were: 1 Gold Print campaign, 1 Gold TV/Cinema campaign, 3 Silver Print campaigns, 1 Silver Outdoor campaign and 1 Bronze TV/Cinema campaign.

In addition, ten pieces which were shortlisted in the Print and Outdoor sections were also disqualified.

"Even before the awards night we had withdrawn a number of pieces of work from the competition but subsequently our investigation has found other pieces that were presented to the jury that infringed our requirement that all work presented must represent the client who approved it. Our rules are very clear with regards to this, and we have no hesitation in withdrawing these awards," said Philip Thomas, Dubai Lynx CEO.

"The Dubai Lynx Awards exist to celebrate and raise the creative bar of genuine work of the region. Activities like this show a disregard not only for the awards but more importantly for the juries who work so hard judging the event. Due to the scale of withdrawals we feel it inappropriate to honour FP7 Doha as Agency of the Year and so will be withdrawing the prize. I hope that this swift action makes clear our determination to build an award with true integrity for the region," continued Philip Thomas.

The Dubai International Advertising Festival and Lynx Awards, which took place earlier this month, are held in association with the IAA - UAE Chapter. Dr. Lance de Masi, Chapter President, commented: "In taking such swift action the Lynx organisers have demonstrated their understanding that in order to fulfil the purpose of incentivising and rewarding creative excellence in the region, Lynx must safeguard compliance with the stated conditions of eligibility. To do otherwise would be to undermine credibility."

Details of the work in question are:

- Print Gold campaign: A04/29 "Ink", A04/30 "Oil", A04/31 "Mud"
- TV/Cinema Gold campaign: A12/2 "Car", A12/3 "Cook", A12/4 "Rocket"
- Print Silver campaign: A04/13 "Nuns", A04/14 "Students"
- Print Silver campaign: A14/24 "Flying Bird", A14/25 "Man Digging", A14/26 "Running Horse"
- Print Silver campaign: A05/52 "Cow", A05/53 "Sheep", A05/54 "Pig"
- Outdoor Silver campaign: A04/25 "Cow", A04/26 "Sheep", A04/27 "Pig"
- TV/Cinema Bronze A07/11 Jackson 7"

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