

Dubai Lynx jury presidents selected

Three international industry leaders will chair the 2010 Dubai Lynx Awards juries, one of the leading creative advertising competitions for the Middle East and North Africa (MENA) being held 14-16 March 2010.



The three are Amir Kassaei, chief creative officer of DDB Group Germany - TV/Cinema, Print, Outdoor and Radio; David Nobay, creative chairman of Droga5 Australia - Direct & Sales Promotion and Interactive and Barry Cupples, CEO of Omnicom Media Group Asia Pacific - Media.

"Once again, we are delighted to welcome to Dubai Lynx three award-winning professionals to guide the juries as they continue to set the standard and ultimately raise the creative bar in the Middle East and Africa," said Philip Thomas, CEO of Cannes Lions, organiser of Dubai Lynx.

Amir Kassaei

He has been creative director and managing partner of the DDB Group in Germany since 2003. He is one of the most highly decorated creatives in the world, having won over 1600 national and international awards and has served on the most noted award shows around the globe. According to the Big Won Report (2007, 2008 and 2009), he is one of the three best chief creative officers in the world.

"I am honoured to be this year's TV/Cinema, Print, Outdoor and Radio jury president. On the one hand because the Middle East will be the emerging region concerning communication, on the other hand it is like a journey home as I was born in Iran," said Kassaei on his appointment.

David Nobay

Ranked in *Archive Magazine's* Top Ten most published copywriters of the last millennium as well as being named as Australia's most awarded creative director by *Campaign Brief Magazine* in 2008, he was invited by David Droga to launch Droga5 Australia, the New York-based agency's first foray into an international network in 2008.

During his career, D&AD, Art Directors Club, New York Festivals, London Festivals, the Clio Awards, Cannes Lions and The One Show have recognised Nobay for a myriad of international clients, including Toyota, Lexus, Lion Nathan, Milk, *The New York Times*, Sony, Fox Sports, Intel and Datek Online. Under his leadership, Droga5 Sydney has just been named Agency of the Year in Australia by *B&T* magazine.

"Of course, I'm honoured to be leading the Direct & Sales Promotion and Interactive juries, but even more so, I'm genuinely intrigued: the categories are, in my opinion, where the most ambitious creativity is happening and geographically this is a region I've never worked in so I'm fascinated to see what will be revealed," commented Nobay.

Barry Cupples

As CEO of Omnicom Media Group's (OMG) Asia Pacific region since October 2007, Cupples oversees media operations in 26 offices, spanning 13 countries. He moved to OMG in 2006, serving both the media communications company OMD and the newly-launched media services company PHD. Under his leadership, OMD won significantly more awards on behalf of clients than any other regional competitor and, for the fourth time, was named *Media Magazine's* Media Agency of the Year in 2008.

"I am very pleased to have been asked to take part in such a prestigious event and I take the responsibility seriously to ensure that the best work gets the recognition it will surely deserve. Great work is no respecter of borders and I am really excited at the prospect of seeing this year's entries and the solutions to business challenges that they will represent," said Cupples.

"The world we live in has changed so much in the last 12 months and that seismic change is matched by the communications industry where media platforms driven by technology and content and fed by a socially-aware consumer are evolving at a pace that is both inspirational and exciting for the future," he continued.

New categories, awards

Entries can now be submitted online in the categories of TV/Cinema, Outdoor, Print, Radio, Interactive, Direct & Sales Promotion, Media, Integrated and, new for 2010, Craft. Craft celebrates excellence of craft technique in Print and TV/Cinema advertising, over and above the creative idea of the work. It has also introduced Network of the Year to honour the most awarded network of the region by assessing its agencies' success across all categories entered at the Festival.

All entries must be designed for screening, transmission or publication and must have been implemented for the first time between 1 February 2009 and 1 March 2010 in at least one Middle East or North African country - for more go to www.dubailynx.com.

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