

PRESS RELEASE

Dubai Lynx Announces 2015 Winners Grands

Prix go to UAE, Lebanon, and Saudi Arabia

11 March 2015 – The Dubai Lynx International Festival of Creativity has tonight culminated in the much anticipated Awards Ceremony. Over 1,800 guests attended to hear and celebrate the winners of the 9th annual awards.

Terry Savage, Chairman, Lions Festivals, said that it had been “an inspiring night that had seen Saudi Arabia win their first Grand Prix, Jordan awarded their first Lynx trophies and Lebanon increase their awards haul by a massive 24.”

Adding testament to the region’s standing on a global scale, David Lubars commented, “My assessment of this year’s Lynx: the jury and I saw some work that is as good as any in the world.”

The 2015 winners are:

Branded Content & Entertainment

Grand Prix: Y&R Dubai, UAE, ‘Hello Happiness Phone Booth’, The Coca-Cola Company 17
Winners (1 GP, 4 Gold, 7 Silver, 5 Bronze)

Design

Grand Prix: Y&R Dubai, UAE, ‘Little Books of Big Consequences’, Global Export Co. 21
Winners (1 GP, 4 Gold, 6 Silver, 10 Bronze)

Direct

Grand Prix: FP7/DXB Dubai, UAE, ‘Hey Future Me’, Emirates NBD 10
Winners (1 GP, 2 Gold, 4 Silver, 3 Bronze)

Film

No Grand Prix awarded
6 Winners (1 Gold, 3 Silver, 2 Bronze)

Film Craft

No Grand Prix awarded
19 Winners (4 Gold, 7 Silver, 8 Bronze)

Grand Prix for Good

FP7/DXB, UAE, ‘Project Akshar (Alphabets)’, Smartlife

Integrated

No Grand Prix awarded
4 Winners (1 Gold, 2 Silver, 1 Bronze)

Interactive

Grand Prix: Leo Burnett Beirut, Lebanon, 'Keep the Flame Alive', Johnnie Walker 15
Winners (1 GP, 1 Gold, 3 Silver, 10 Bronze)

Media

Grand Prix: J. Walter Thompson Riyadh, Saudi Arabia, 'The Biggest Art Gallery in the World', Arabian
Contracting Services (Al Arabia)
44 Winners (1 GP, 7 Gold, 13 Silver, 23 Bronze)

Mobile

No Grand Prix awarded
2 Winners (1 Silver, 1 Bronze)

Outdoor

No Grand Prix awarded
12 Winners (5 Gold, 5 Silver, 2 Bronze)

PR

Grand Prix: Y&R Dubai, UAE, 'Hello Happiness Phone Booth', The Coca-Cola Company 18 Winners (1 GP, 6
Gold, 5 Silver, 6 Bronze)

Print

No Grand Prix awarded
7 Winners (2 Gold, 2 Silver, 3 Bronze)

Print & Poster Craft

No Grand Prix awarded
9 Winners (2 Gold, 4 Silver, 3 Bronze)

Promo & Activation

Grand Prix: Leo Burnett Beirut, Lebanon, 'Keep the Flame Alive', Johnnie Walker
16 Winners (1 GP, 3 Gold, 4 Silver, 8 Bronze)

RadioNo prizes awarded

Network of the Year was presented to Leo Burnett; Leo Burnett Beirut took **Agency of the Year**; **Independent Agency of the Year** was awarded to Republique, Beirut; and **Media Agency of the Year** went to Starcom MediaVest Group, Dubai. The **Lynx Palm Award**, given to the most awarded production company, was presented to Déjà vu, Dubai.

The **Dubai Lynx Advertising Person 2015** was awarded to Dr. Amina Al Rustamani, Group Chief Executive Officer of TECOM Investments, while Henkel were honoured as **Advertiser of the Year**, with Mohamed Siam, Regional Marketing Director at Henkel, present to collect the Award on behalf of Henkel.

In other areas, the awards for the younger generation were presented as follows:

Young Lynx Integrated Competition:

Reham Eldidi from Nissan ME along with Ammar Safi and Tarek Elsaad from Mindshare MENA

Young Lynx Print Competition:

Filipa Maurício and Nadia Alken from J. Walter Thompson Dubai

Young Lynx Media Competition:

Sameer Islam and Callie Dickens from FP7/AUH

Masar Student Creative Award for Print:

Dounia Messihi, Académie Libanaise des Beaux-Arts

du Integrated Student Award:

Reem Al Ani, American University in Dubai and Heela Daudzai, American University in Dubai

University of the Year:

American University in Dubai

Shafiq Alam and Moe Sarhi from Impact BBDO Jeddah, this year's winners of the 7-Day Brief, powered by YouTube, were also present to collect their award.

Further information on the winners can be found online at www.dubailynx.com