

# Land Rover MENA is Dubai Lynx Advertiser of The Year 2014

DUBAI, UAE: The Dubai Lynx International Festival of Creativity will present its Advertiser of the Year award to leading luxury automotive manufacturer Land Rover MENA. The award is in recognition of its advocacy for creative excellence in its brand communications and marketing efforts across multiple platforms.

Since 2011, Land Rover MENA has picked up 20 Dubai Lynx awards in different categories - Design, Direct, Film, Mobile, Print, Print & Poster Craft and Outdoor - including the Design Grand Prix in 2013 for 'Personal Extinction Prevention Book'.

Commenting on the award, Hannah Naji, Marketing Director for Jaguar Land Rover MENA said, "I am extremely proud that Land Rover MENA has been awarded the prestigious title of 'Dubai Lynx 2014 Advertiser of the Year'. Over the past few years, we have worked hard with our regional creative agency Y&R to come up with genuinely engaging advertising for Land Rover which will appeal to our audience here in the region, resulting in 62 regional and global advertising awards."



(Image extracted from the Land Rover MENA website)

"With this latest accolade, it's clear we've struck on a winning formula, and it is an honour to be recognised at such a renowned event as the Dubai Lynx International Festival of Creativity."

The Advertiser of the Year trophy will be presented to Naji on 12 March during the Dubai Lynx Awards. To register to attend the Dubai Lynx festival, please visit [www.dubailynx.com](http://www.dubailynx.com).

## Key dates:

Delegate Registration: Open

Late Entries: [entries@dubailynx.com](mailto:entries@dubailynx.com)

Festival Dates: 9-11 March 2014, Madinat Jumeirah, Dubai

Dubai Lynx Awards: 12 March 2014

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