

Dubai Lynx Awards: The winners

DUBAI, USE: The seventh Dubai Lynx Awards Ceremony has taken place with a record crowd of 1,836 industry professionals from the MENA region attending to find out and celebrate this year's winners of the much sought-after Lynx trophies.



Muna Al Hashini, General Manager of Batelco's Consumer Unit, was on stage to receive the Award on behalf of Batelco.

Over the last few days, 40 jury members have been deliberating on 2092 entries from 19 countries to decide which are worthy of taking home a Dubai Lynx trophy. A total of 185 winners have been awarded with 6 Grands Prix, 26 Gold, 69 Silver and 84 Bronze trophies.

The Grands Prix in each category have been awarded as follows:

Branded Content & Entertainment Grand Prix - Leo Burnett Cairo, Egypt, 'Dayman Maabaad/Always Together', Mobinil

7 Winners (1 Grand Prix, 1 Gold, 3 Silver, 2 Bronze)

Design Grand Prix - Y&R Dubai, UAE, 'Personal Extinction Prevention Book', Land Rover
19 Winners (1 Grand Prix, 3 Gold, 8 Silver, 7 Bronze)

Direct Grand Prix - No Grand Prix Awarded

15 Winners (4 Gold, 8 Silver, 3 Bronze)

Film Grand Prix - No Grand Prix Awarded

11 Winners (3 Silver, 8 Bronze)

Film Craft Grand Prix - No Grand Prix Awarded

14 Winners (2 Gold, 3 Silver, 9 Bronze)

Integrated Grand Prix - No Grand Prix Awarded

3 Winners (1 Silver, 2 Bronze)

Interactive Grand Prix - No Grand Prix Awarded

13 Winners (1 Gold, 5 Silver, 7 Bronze)

Media - Impact BBDO Beirut, Lebanon, 'A Heritage Worth Reviving', ETS. Khalil Fattal & Fils

38 Winners (1 Grand Prix, 4 Gold, 15 Silver, 18 Bronze)

Mobile Grand Prix - No Grand Prix Awarded

4 Winners (3 Silver, 1 Bronze)

Outdoor Grand Prix - No Grand Prix Awarded

12 Winners (2 Gold, 3 Silver, 7 Bronze)

PR Grand Prix - Impact BBDO Beirut, Lebanon, 'A Heritage Worth Reviving', ETS. Khalil Fattal & Fils

14 Winners (1 Grand Prix, 3 Gold, 5 Silver, 5 Bronze)

Print Grand Prix - Leo Burnett Dubai, UAE, 'Break-Free Print Campaign - Alien 3', 'Break-Free Print Campaign - Matrix', 'Break-Free Print Campaign - Scary Movie 4', Fox International Channels



Roy Haddad, WPP, Director, Middle East and North Africa, was present to accept his award for Dubai Lynx Advertising Person 2013.

14 Winners (1 Grand Prix, 3 Gold, 4 Silver, 6 Bronze)

Print & Poster Craft Grand Prix - No Grand Prix Awarded

6 Winners (3 Silver, 3 Bronze)

Promo & Activation Grand Prix - JWT Cairo, Egypt, 'Vodafone Fakka', Vodafone Egypt

12 Winners (1 Grand Prix, 3 Gold, 3 Silver, 5 Bronze)

Radio Grand Prix - No Grand Prix Awarded

3 Winners (2 Silver, 1 Bronze)



Y&R Dubai took Agency of the Year.

Network of the Year was presented to Leo Burnett, Y&R Dubai took Agency of the Year, the new Independent Agency of the Year was awarded to Interesting Times, Beirut and Media Agency of the Year went to Starcom MediaVest Group, Dubai. The Lynx Palm Award, given to the most awarded production company, went to Lighthouse Films, Cairo.

Roy Haddad, WPP, Director, Middle East and North Africa, was present to accept his award for Dubai Lynx Advertising Person 2013. Batelco were honoured as Advertiser of the Year and Muna Al Hashimi, General Manager of Batelco's Consumer Unit, was on stage to receive the Award on behalf of Batelco.

Also announced were the winners of the Young Lynx Competition. Taking first place was the team from Mindshare Dubai, Yara Maroun, Melhem Najem and Ana AlHakim (JWT), whilst Drive Dentsu took second place and TBWA/RAAD UAE came third. Special mentions went to FP7/DXB, Y&R Dubai and DDB Dubai. The winner of the new Dubai Lynx Masar Student Creative Award, Hala Makhoulf, was presented with her award on stage. She beat 117 other competitors to take the prize.

All of the 2013 winners can be viewed online at www.dubailynx.com.

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