

Dubai Lynx honours 2014 winners

DUBAI, UAE: The much-anticipated winners of the 8th Dubai Lynx Awards were revealed last night and celebrated at the region's biggest awards ceremony, which was attended by over 1,800 guests.



Dubai, UAE, home of the Dubai Lynx Awards.
(Image: Wikimedia Commons)

A team of 43 respected and global jury members came together in Dubai and spent three days judging over 2,279 pieces of work from 18 countries that were entered across 15 categories. After short-listing 503 entries, the juries went onto award 207 winners: 4 Grand Prix, 41 Gold, 70 Silver and 92 Bronze trophies. The UAE took home the most trophies, followed by Lebanon and Egypt.

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

Branded Content & Entertainment - No Grand Prix Awarded

15 Winners (4 Gold, 5 Silver, 6 Bronze)

Design - No Grand Prix Awarded

16 Winners (4 Gold, 5 Silver, 7 Bronze)

Direct - No Grand Prix Awarded

9 Winners (4 Gold, 3 Silver, 2 Bronze)

Film - No Grand Prix Awarded

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

Film Craft - No Grand Prix Awarded

25 Winners (6 Gold, 8 Silver, 11 Bronze)

Integrated - No Grand Prix Awarded
6 Winners (1 Gold, 2 Silver, 3 Bronze)

Interactive - No Grand Prix Awarded
7 Winners (1 Gold, 4 Silver, 2 Bronze)

Media Grand Prix - Mamac Ogilvy Label Tunisia, Tunis, C. S. Hammam-Lif, 'Mobilizing the 12th Man'
34 Winners (1 Grand Prix, 5 Gold, 11 Silver, 17 Bronze)

Mobile Grand Prix - Mamac Ogilvy Label Tunisia, Tunis, C. S. Hamman-Lif, 'Mobilizing the 12th Man'
2 Winners (1 Grand Prix, 1 Gold)

Outdoor - No Grand Prix Awarded
15 Winners (1 Gold, 6 Silver, 8 Bronze)

PR - No Grand Prix Awarded
16 Winners (4 Gold, 5 Silver, 7 Bronze)

Print - No Grand Prix Awarded
12 Winners (1 Gold, 4 Silver, 7 Bronze)

Print & Poster Craft Grand Prix - Impact BBDO Dubai, UAE, Cimenterie Nationale, 'Referee', 'Best Actress of the Year', 'Politician's Discourse'
11 Winners (1 Grand Prix, x Gold, 4 Silver, 6 Bronze)

Promo & Activation Grand Prix - DDB Dubai, UAE, Henkel, 'Preserving Pride'
18 Winners (1 Grand Prix, 6 Gold, 7 Silver, 4 Bronze)

Radio - No Grand Prix Awarded
7 Winners (4 Silver, 3 Bronze)

Speaking about the Print & Poster Craft Grand Prix, jury president Graham Fink, CCO of Ogilvy & Mather China, said, "This was a campaign that the more we looked at it, the more it revealed itself. It's a very involving piece of work."

Network of the Year was presented to Ogilvy & Mather; Mamac Ogilvy Dubai took Agency of the Year; **Independent Agency of the Year** was awarded to Kairo, Cairo; 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 Dé Ja Vu, Dubai.

Eddie Moutran, Chairman and CEO of Mamac Ogilvy Group for the Middle East & North Africa, took to the stage to accept his award for Dubai Lynx Advertising Person 2014, and Land Rover were honoured as Advertiser of the Year, with Hannah Naji, Marketing Director for Jaguar Land Rover MENA, present to collect the Award on behalf of Land Rover.

Also announced were the winners of the **Young Lynx Competitions**. Vishal Munyal, Sumanth Wilkins and Lara Agha, the team from UAE took Gold in the Integrated Competition. In the inaugural Media Competition the team from the UAE, Amar Abou Zahr, and Nadim Karam, were the winners. Whilst the team from Qatar, Tala Al Ali and Victor Haffling, won the new Print Competition. The winner of the **Dubai Lynx Masar Student Creative Award for Print**, Heela Daudzai, was presented with her award on stage, as was Shadan Khalaf, who won the first-ever **du Integrated Student Award**.

The Dubai Lynx Awards concluded the three-day annual Dubai Lynx International Festival of Creativity, which saw the largest gathering of advertising and communication industry peers in MENA. From today, [all of the 2014 winners can be viewed online here](#).

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