

First jury presidents announced for Dubai Lynx 2011

DUBAI, UAE: The first three of four jury presidents for the Dubai International Advertising Festival, the leading creative advertising and communication awards for the Middle East and North Africa, have been announced.



Prasoon Joshi, executive chairman & regional executive creative director APAC McCann Erickson, will head the Film, Print, Outdoor and Radio jury. Joshi has won more than 400 national and international advertising awards and has chaired the Outdoor Cannes Lions jury in 2008 and served on the Titanium and Integrated jury at Cannes in 2009. Prasoon has been named a 'Young Global Leader' by the World Economic Forum, joining leading public figures and intellectuals under the age of 40 who have been selected to collectively shape the world's future. He was recently appointed chairman of McCann Worldgroup Creative Leadership Council.

"The creative tradition from this part of our world has always fascinated me especially when I came to know that in ancient times there were instances of disputes settled through use of poetry, whilst laying arms aside. I am keen to see and gain a finer understanding of the distinctive cultural codes that are bound to reflect in the work. Regional shows like Dubai Lynx are extremely important as they bring to light and celebrate work whose unique texture sometimes remains unrecognised internationally. Encouragement and appreciation is an important part of a creative fraternity's need and the Dubai International Advertising Festival has provided a stellar platform for this. The team of Dubai Lynx is responsible for bringing in international standards of excellence to this festival in all aspects and I look forward to a creatively stimulating and enriching experience," said Joshi.



Prasoon Joshi



Armin Jochum

The Direct, Sales Promotion & Activation and Interactive jury will be chaired by the chief creative officer of Jung von Matt, Armin Jochum. He is responsible for driving creative excellence across all Jung von Matt agencies culminating in them being honoured with Independent Agency of the Year at Cannes Lions 2010.

Working on accounts over the last 20 years such as Porsche, MTV and Mercedes-Benz, his work has been recognised at Cannes Lions, Clio, One show, D&AD and ADC to name but a few. Armin has also chaired the 2008 Cannes Lions Promo and Activation jury and is member of the German Art Directors Club and D&AD. With his track record of hundreds of awards he is one of Europe's most awarded Creatives.

Commenting on his role, Jochum said, "It is a powerful region with gifted, upcoming creative talents. I am really proud to be able to share fresh and ambitious masterpieces of today's communication with the jury."

Mike Cooper, worldwide chief executive officer of PHD, in charge of over 70 offices and over 2500 staff around the globe, will lead the Media jury. PHD is one of the world's fastest growing and most awarded media agencies known for pioneering work in the areas of content and planning. The agency was voted *Media Magazine's* Agency of the Year in Asia at the end of 2009, the UK office was awarded runner-up Media Agency of the Year by both Campaign and Marketing and in the USA PHD won *Adweek's* Media Plan of the Year. Mike is co-author of PHD's thought-leader book: *2014, PHD On The Future Of The Media Agency*.



Mike Cooper

Cooper commented, "The Middle East and North Africa are at a pivotal stage of development as a major advertising and creative force so the timing is perfect"

The inaugural jury chair for the new Design competition will be announced shortly.

All entries being judged can be viewed during the festival to be held at the Madinat Jumeirah, in Dubai 27 to 29 March; the Dubai Lynx Awards, where the winners will be revealed, will be held on 30 March 2011.

For further information about the 2011 Dubai International Festival, go to www.dubailynx.com.

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