

Sheikh Ahmed Bin Saeed Al Maktoum: Dubai Lynx 2011 Advertising Person of the Year

DUBAI, UAE: The Dubai International Advertising Festival has announced that Sheikh Ahmed bin Saeed Al Maktoum, chairman and CEO of Emirates Airline & Group, who has been instrumental in establishing the company as a global brand, will be presented with the 2011 Dubai Lynx Advertising Person of the Year Award.



The award honours someone who by their efforts, energy and dedication, has lifted the presence and profile of the region within the international advertising, marketing and communications community. Through effective and creative marketing as well as a commitment to sporting sponsorship, Sheikh Ahmed has kept Emirates at the forefront of the airline industry.

From minnow to major player in the airline industry

Under his leadership Emirates has grown from being a regional airline with just two leased aircraft and three destinations, becoming the third largest airline in the world with a fleet of 152 aircraft, flying to 111 destinations across six continents. Emirates are today the world's fastest growing intercontinental carrier. In recent years, its ad campaigns have won three Dubai Lynx awards and three Cannes Lions, amongst many other awards.

Sheikh Ahmed's efforts towards the development and brand marketing of Emirates Airline have also greatly contributed to Dubai being the region's top leisure destination.

"At Emirates we have always recognised the fundamental role that classic communication techniques, like advertising, play in our marketing mix. Advertising enables us to strategically target our audience based on the type of media that they consume, allowing us to isolate specific target groups for any given campaign," he said.

"In addition to advertising we employ a robust mix of classic and contemporary marketing disciplines to engage our customers around the globe. Utilising these practices such as sponsorship, events, public relations and advertising we have been able to move the Emirates brand from a locally known enterprise, to an international powerhouse," he concluded.

Sheikh Ahmed Bin Saeed Al Maktoum will be honoured during the Dubai Lynx Awards ceremony and dinner to be held on 30 March at the Madinat Jumeirah Arena in Dubai.

Key festival dates:

Delegate registration : Open

Entries close: For late entries contact Alice Staite alices@canneslions.com

Festival dates: 27-29 March 2011, Madinat Jumeirah, Dubai, UAE

Dubai Lynx Awards: 30 March 2011, Madinat Jumeirah Arena, Dubai, UAE

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