

Dubai Lynx 2012 jury presidents announced

DUBAI, UAE: The Dubai International Advertising Festival, the leading awards for creative excellence in advertising and communications in the Middle East and North Africa, is pleased to announce the jury presidents ahead of the 2012 festival taking place 4-7 March 2012.



Ted Royer, partner and executive creative director of Droga5, USA, will chair the Film, Print, Outdoor, Radio and Craft Jury as well as the Integrated Jury. Helping to build Droga5 from its founding, Royer's clients include Puma, Coke, Method, Activision, Rhapsody, New Museum and Net10. Among his nearly 100 international awards, Royer has won 16 Cannes Lions - including four Titanium and three Grand Prix Lions - as well as two D&AD Black Pencils, and numerous One Show Pencils, Clios and Andys. He has also seen Droga5 named Creativity's Agency of the Year. Previous to Droga5, Royer has held positions at major agencies including Saatchi & Saatchi Singapore, Ogilvy & Mather, Wieden+Kennedy and Publicis.

Commenting on his appointment, Royer said, "How exciting to be picked as the jury president for the Dubai Lynx. In this business, nothing beats travelling to different parts of the world and seeing how things are done. I look forward to meeting the creative talent there and will do all I can to help encourage creative expression in such an exciting region. And I especially can't wait to see the work."

Leading the Direct, Promo & Activation, Interactive and Mobile Jury will be Gastón Bigio, regional creative director of Ogilvy Latina. He leads the Ogilvy team for their Coca-Cola Latam account and has picked up numerous awards along the way. Notably, 2010 saw him win 20 Lions for Ogilvy Latina, an increase of 19 from the previous year, and in 2011 not only did he achieve 27 Lions, including three Golds for Coca-Cola, but Ogilvy Latina were named Direct Agency of the Year. Recently, Bigio was voted president of Argentina's Creative Circle, the most prestigious creative institution in the country.



Just recently it has been announced that Bigio will head a new international Ogilvy & Mather agency called David that will fuse the talents of Latin America's two most creative markets, Brazil and Argentina together with two other Ogilvy Brazil executives. Opening in January 2012, there will be offices in both Sao Paulo and Buenos Aires with a New York office planned for later in the year.

About his role, Bigio comments, "I hope to spend great days of interesting talks about work at Dubai Lynx. Coming from so far away will surely give me a fresh look at the ideas the region is doing in Promo, Direct and Activation, Interactive and Mobile. I especially love this mix of categories that we will judge because I truly find that they merge in real life and their approach to consumers constantly evolves."



Jacki Kelley, global chief executive officer of UM, USA, will take the helm of the Media Jury. Jacki boasts more than 20 years of global media owner experience after starting her career at *USA Today* as vice president of advertising. Previously, she was executive vice president, of Media Sales at Omnimedia and prior, she served as vice president, Worldwide Strategies and Solutions at Yahoo! In 2005 she was inducted into The American Advertising Federation's Hall of Achievement, and in 2011, Advertising Age listed her as a 'Woman to Watch'. She currently sits on the boards of The Advertising Club, The American Advertising Federation and Free the Children.

Kelley commented, "It is an honour to accompany the other esteemed jury presidents at the Dubai Lynx Festival. I am looking forward to leading the Media Jury in evaluating the very best media thinking in the region".

Richard Millar, chief executive officer of Hill & Knowlton, UK, will preside over the inaugural PR Jury. Leading the agency since 2009 Millar's client management responsibilities are focused in the retail sector where he leads the adidas account. His time at Hill & Knowlton has seen him remodel the agency around nine key industries, drive a commitment to industry expertise, broaden the agency's service offer and champion a company-wide commitment to training and development. Millar is a brand marketing specialist with extensive experience both agency and client side.



Millar said, "I am honoured to be the inaugural PR president of the 2012 Dubai Lynx. I am excited by the prospect of judging work in a region in which communication and its ability to mobilise the public and public opinion is having such dramatic results."



Jonathan Ford, creative partner of Pearlfisher, will chair the Design Jury. With offices in London and New York Ford and his team have completed projects for clients in every major world region creating Design for an enviable list of iconic and challenger brands such as Jamie Oliver, Fortnum & Mason, Absolut Vodka, Green & Blacks's, Cadbury, Innocent, Waitrose, Coca Cola, Soho House and Nude Skincare. Along with awards for outstanding creativity, Pearlfisher have won Design Business Association Design Effectiveness awards consistently for over a decade.

Commenting on his role, Ford says, "I'm very pleased to have this opportunity and excited to see the wealth of creativity coming from such an exciting part of the world."

Terry Savage, CEO of Cannes Lions, organisers of Dubai Lynx, says, "This is an exceptional line-up of jury presidents. Highly respected professionals and leaders in their fields, they will guide their juries to seek out the best work produced in the region. Their decision will not only have an impact on the participating agencies, but also on the future of MENA's advertising and communications industry, which is currently going through enormous transformations."

Entries can now be submitted to the Dubai Lynx Awards across all categories: Film, Print, Outdoor, Radio, Media, Direct, Promo & Activation, Interactive, Print & Poster Craft, Film Craft, Design, Integrated, and the new categories, PR and Mobile.

For information on how to enter or to register to attend the Festival, please visit www.dubailynx.com.

Key dates:

Delegate Registration: Now Open. Early Bird Discount available until 2 February 2012

Entries Open: Now Open

Entries Close: 2 February 2012

Festival Dates: 4-6 March 2012, Madinat Jumeirah, Dubai, UAE

Dubai Lynx Awards: 7 March 2012, Madinat Arena, Madinat Jumeirah, Dubai, UAE

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