

Dubai Lynx: Batelco is Advertiser of the Year

DUBAI, UAE: The Dubai Lynx Advertiser of the Year award is presented to advertisers in the MENA region who have distinguished themselves for inspiring innovative marketing of their products and who embrace and encourage the creative work produced by their agency or agencies. This year the organisers of the Dubai Lynx International Festival of Creativity have presented the award to Batelco (Bahrain Telecommunications Company).



In the past two years, Batelco's advertising, produced by their agency FP7, has won three Dubai Lynx Grand Prix: two in 2012 for its 'Hospital' campaign which won both the Print and the Print & Poster Craft Grand Prix; and in 2011 they were awarded with the Promo & Activation Grand Prix for the launch of their brand audio signature 'SuperSonic'. In addition, the company has received a further two Gold, eight Silver and thirteen Bronze Dubai Lynx awards across the Direct, Film, Film Craft, Integrated, Interactive, Media, Outdoor, Print, Print & Poster Craft and Promo & Activation categories.

"Batelco has won numerous Dubai Lynx awards across many different categories in the last couple of years, a clear demonstration of the company's willingness to embrace creativity to help build the brand across its territories. We are delighted to present them with this year's Advertiser of the Year Award," comments Philip Thomas, CEO of Lions Festivals who with Motivate jointly organise the Dubai Lynx International Festival of Creativity.

The Dubai Lynx Advertiser of the Year 2013 trophy will be presented to Muna Al Hashimi, General Manager of Batelco's Consumer Unit, in front of a crowd of more than 1,300 industry peers during the Dubai Lynx awards ceremony at The Madinat Jumeirah Arena, Dubai, on 13 March.

The Dubai Lynx International Festival of Creativity takes place from 10-12 March with the Dubai Lynx Awards drawing the Festival to a close on 13 March. To register to attend, please visit <http://www.dubailynx.com/packages.cfm> for details of delegate packages.

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