

Dubai Lynx winners announced

DUBAI, UAE: The 6th Dubai Lynx Awards Ceremony took place last night attracting a record number of guests. A crowd of over 1500 were present to find out and celebrate this year's winners of the much sought after Lynx trophies.

34 industry experts came together in Dubai to form the 7 juries and judge the 2,037 entries from 17 countries, from which they have awarded 188 winners: 7 Grands Prix, 44 Golds, 55 Silvers and 82 Bronze.

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

Design Grand Prix - Shawati Abu Dhabi, UAE, 'Sheikh Zayed Grand Mosque', Abu Dhabi Authority for Culture and Heritage

12 Winners (1 Grand Prix, 0 Gold, 3 Silver, 8 Bronze)

Direct Grand Prix - Y&R Dubai, UAE, 'The 'Headline News' Cup Sleeve', Al Nisr Publishing

17 Winners (1 Grand Prix, 4 Gold, 3 Silver, 9 Bronze)

Film Grand Prix - Elephant Cairo, Egypt, 'Living Room', 'Ping Pong', Egypt Foods

20 Winners (1 Grand Prix, 7 Gold, 3 Silver, 9 Bronze)

Film Craft - No Grand Prix Awarded

13 Winners (0 Grand Prix, 4 Gold, 6 Silver, 3 Bronze)

Integrated - No Grand Prix Awarded

4 Winners (0 Grand Prix, 2 Gold, 2 Silver, 0 Bronze)

Interactive - No Grand Prix Awarded

11 Winners (0 Grand Prix, 1 Gold, 2 Silver, 8 Bronze)

Media - No Grand Prix Awarded

47 Winners (0 Grand Prix, 12 Gold, 18 Silver, 17 Bronze)

Mobile - No Grand Prix Awarded

1 Winner (0 Grand Prix, 0 Gold, 1 Silver, 0 Bronze)

Outdoor Grand Prix - Memac Ogilvy & Mather Dubai, UAE, 'Sprite Cricket Stars', Coca-Cola

13 Winners (1 Grand Prix, 3 Gold, 3 Silver, 6 Bronze)

PR - No Grand Prix Awarded

12 Winners (0 Grand Prix, 6 Gold, 4 Silver, 2 Bronze)

Print Grand Prix - FP7/DXB Dubai, UAE, 'Hospital', 'Hotel', 'Chinese Restaurant', Batelco

10 Winners (1 Grand Prix, 1 Gold, 3 Silver, 5 Bronze)

Print & Poster Craft Grand Prix - FP7/DXB Dubai, UAE, 'Hospital', 'Hotel', 'Chinese Restaurant', Batelco

8 Winners (1 Grand Prix, 0 Gold, 2 Silver, 5 Bronze)

Promo & Activation Grand Prix - Memac Ogilvy & Mather Dubai, UAE, 'Sprite Cricket Stars', Coca-Cola

12 Winners (1 Grand Prix, 4 Gold, 2 Silver, 5 Bronze)

Radio - No Grand Prix Awarded

8 Winners (0 Grand Prix, 0 Gold, 3 Silver, 5 Bronze)

Network of the Year was presented to Leo Burnett, Y&R Dubai took **Agency of the Year** and **Media Agency of the Year** was awarded to Leo Burnett Beirut. The new **Lynx Palm Award**, given to the most awarded production company, went to Intaj The Production House.

Raja Trad, CEO of Leo Burnett Group MENA and member of the Leo Burnett Worldwide Global Leadership Council, was present to accept his award for Dubai Lynx Advertising Person 2012. P&G were honoured as Advertiser of the Year and Al Rajwani, vice president & general manager, P&G Arabian Peninsula & Pakistan was on stage to receive the Award on behalf of P&G.

Also announced were the winners of the Young Lynx Integrated Competition. Taking first place was the team from Aegis, Julia Nicholls (Carat Dubai), Mahmoud Shammout (Carat Jordan) and Rita Cervetto (Isobar MENA Dubai), whilst Wunderman Dubai took second place and Y&R Dubai came third.

Attendees of the awards were invited to continue celebrations into the night at Trilogy Nightclub for a party hosted by Big Kahuna Films which brought to a close another exceptional Festival and Awards.

Commenting on the event, Emma Lancaster, Dubai Lynx Festival director says, "What this Festival has shown is that the

creative industry in the Middle East is still very much alive in the face of difficult times. Dubai Lynx has once again brought together the creative community to engage, learn and celebrate whilst providing the perfect backdrop for the all important networking. It's been a busy, uplifting Festival with some unbeatable global content and bringing it to its climax with the memorable Awards Gala last night was a fantastic way to mark the deserved winners."

All of the 2012 Dubai Lynx winners are now available to view online [here](#).

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