

## Dubai Lynx opens for entries

DUBAI, UAE: The annual Dubai Lynx Awards, currently in their seventh year of setting the benchmark for creative excellence in communications in the MENA region, are now accepting entries.



Taking place in Dubai 10-13 March 2013, entries will be judged during the Dubai Lynx International Festival of Creativity by top industry experts from around the world in 14 different award categories: Craft, Design, Direct, Film, Integrated, Interactive, Media, Mobile, Outdoor, PR, Promo & Activation, Print, Radio and launching this year, Branded Content & Entertainment.

A new accolade, Independent Agency of the Year, is being introduced to encourage the spirit of creative entrepreneurship that has helped build so many outstanding agencies. The award will honour the highest-ranked independent agency that has amassed the most points across all of the entry sections at the Festival. The points will accrue on all the shortlisted entries and awards won by agencies that are not majority owned by a major holding company.

### Acclaimed work

"Whilst the MENA region is now producing creatively acclaimed work that is winning at an international level, it's at regional festivals such as Dubai Lynx where the diverse cultural nuances shine through," says Emma Lancaster, Dubai Lynx Festival director. "We very much look forward to bringing together the region to showcase its best creative and inspirational work."

Entrant companies can benefit from an early bird discount applicable to entries submitted by 31 January 2013. Entries close on 7 February. Entries will be accepted on the basis that they are created by agencies in the MENA region and are designed to run in the MENA region or are created by agencies outside the MENA region but are designed to run in the MENA region or are created by agencies in the MENA region but are designed to run globally.

For more information on how to submit entries, for advice and to hear what expectations the 2012 jury presidents have for this forthcoming edition of Dubai Lynx, please [click here](#).

Delegates attending Dubai Lynx 2013 will have the opportunity to view all the entries and shortlisted work on interactive kiosks and at screenings during the festival. The winners will be revealed at the much anticipated Dubai Lynx Awards on the evening of 13 March 2013, which last year were attended by more than 1,500 guests.

Delegates can register to attend now and enjoy an early bird discount until the 14 February 2013 at [www.dubailynx.com/festival](http://www.dubailynx.com/festival).

## **Key dates:**

Delegate Registration: Open

Entries: Open

Entries Early Bird Discount: Available until 31 January 2013

Entries Close: 7 February 2013

Delegate Early Bird Discount: Available until 14 February 2013

Festival Dates: 10-12 March 2013

Dubai Lynx Awards: 13 March 2013

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