

Dubai Lynx juries announced

DUBAI, UAE: The 4th Dubai International Advertising Festival, a leading festival and awards for creative advertising and communications in the Middle East and Africa, has announced the 2011 juries. South Africans on the juries are Bridget Johnson, Ogilvy Johannesburg and Richard Hart, Disturbance Design, Durban.



A total of 28 jury members will come together in Dubai, will serve on four juries and judge a total of 12 entry categories: Design, Direct, Promo & Activation, Interactive, Media, Film, Print, Outdoor, Radio, Integrated, Print & Outdoor Craft and Film Craft.

"We are seeing some exceptional work coming out of the MENA region at the moment, making it essential to have a world class team of global judges on board. This is a very strong line-up and we know that together they will judge the work using their knowledge, understanding and passion," said Steve Lane, festival director.

The 2011 juries:

Film, Print, Outdoor, Radio and Craft Jury

- Prasoon Joshi, executive chairman & regional ECD APAC, McCann Erickson Worldgroup, India - jury president
- Richard Brim, creative director, Leo Burnett, UK
- Valérie Chidlovsky, senior copywriter, BETC Euro RSCG, France
- Bridget Johnson, creative director, Ogilvy, South Africa
- Simon Langley, executive creative director, 303 Sydney, Australia
- Scott Lewis, Executive Creative Director, JWT, USA
- Eric Schoeffler, chief creative officer, Tribal DDB, Germany

Direct, Promo & Activation and Interactive Jury

- Armin Jochum, chief creative officer, Jung von Matt, Germany - jury president
- Ben Callis, creative director, SapientNitro, UK
- Dagan Cohen, executive creative director, Drafftcb, The Netherlands
- Ghislain de Villoutreys, executive creative director, JWT, France
- Connie Lo, executive creative director, Leo Burnett, Hong Kong
- Damian Royce, creative director, Clemenger BBDO, Australia
- Pipo Virgós, creative director, Shackleton, Spain

Media Jury

- Mike Cooper, worldwide CEO, PHD, Global - jury president
- Eric Bader, chief strategy officer, Initiative, USA
- Kristian Barnes, group managing director, MPG/MediaContacts, Australia
- Davy Caluwaerts, creative communications director, Zenith Optimedia, Belgium

- Gowthaman Ragothaman, leader - South Asia, Mindshare, India
- Amanda Koutra, managing director, Carat, Sweden
- Jochen Lenhard, managing director, Mediaplus, Germany

Design Jury

- Rodney Fitch, founder of Fitch, Rodney Fitch Ltd., UK - jury president
- Henrique Cayatte, Designer & Teacher, Henrique Cayatte Design, Portugal
- Francis Gosset, strategic planning director, Malherbe Design, France
- Richard Hart, design director, Disturbance Design, South Africa
- Claudia Neri, design director/president, Teikna Design, Italy
- Barbro Ohlson Smith, creative director, Ohlsonsmith, Sweden
- Bhupal Ramnathkar, founder & chairman, Umbrella Design, India

Integrated Jury (comprising members from other juries, including all jury presidents)

- Prasoon Joshi, executive chairman & regional ECD APAC, McCann Erickson Worldgroup, India - jury president
- Armin Jochum, chief creative officer, Jung von Matt, Germany
- Mike Cooper, Worldwide CEO, PHD, Global
- Rodney Fitch, founder of Fitch, Rodney Fitch Ltd., UK
- Simon Langley, executive creative director, 303 Sydney, Australia
- Bridget Johnson, executive creative director, Ogilvy, South Africa
- Scott Lewis, executive creative director, JWT, USA.

Entries are now being accepted across all categories. Anyone wishing to enter their work can do so online at www.dubailynx.com.

The 2011 winners will be announced at the Dubai Lynx Awards Ceremony taking place on 30 March at the Madinat Arena, Dubai. Delegates wishing to attend the festival and the awards should go to www.dubailynx.com/attend_fest/ to find information on packages and how to register.

Key Dates:

Delegate Registration Opens: Now Open

Entries Open: Now Open

Entries Close: 24 February 2011

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

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

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