Direct & Sales Promotion Winners

Dubai Lynx 2010
Dubai International Advertising Festival 14 - 16 March

Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
DUSTVERTISING	BP/CASTROL	BP VISCO ENGINE OIL	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
Gold				
DISTRONIC PLUS	MERCEDES-BENZ	E-CLASS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
LITTLE RED RIDING HOOD FIGHTS BACK	WORLD BLACK BELTS CENTRE	WORLD BLACK BELTS CENTRE	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
KEY IN THE IGNITION	T.GARGOUR & FILS	MERCEDES	JWT, Beirut	LEBANON
TICKET STAMP PROMOTION	BERLITZ LANGUAGE CENTER	BERLITZ LANGUAGE CENTER	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
LE MALL RAMADAN	ACRES HOLDING	LE MALL FASHION BRAND	JWT, Beirut	LEBANON
STICKY POSTERS	EMIRATES ENVIRONMENTAL GROUP	RECYCLING	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
SAFE & STYLE	VOLVO/MASSIMO DUTTI	SEATBELT ANNIVERSARY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
TICKET STAMP PROMOTION	BERLITZ LANGUAGE CENTER	BERLITZ LANGUAGE CENTER	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
LAUNCH OF TOUCHSMART	HP	HP TOUCHSMART	OMD, Dubai	UNITED ARAB EMIRATES
HOTSPOTS INSTORE	THE ECONOMIST	NEWSPAPER	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
Silver				
OFFCUTS BUSINESS CARDS	BESPOKE	FINE TEXTILE & TAILORING	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
AHLAN MSN!	MICROSOFT MEA	MSN	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
SHISHA KARAOKE PROMOTION	JUMEIRAH GROUP	HARRY GHATTO'S KARAOKE BAR	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
STICKY POSTERS	EMIRATES ENVIRONMENTAL GROUP	RECYCLING	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
Bronze				
DELIVERING THE SPIRIT OF RAMADAN	AL SAFADI RESTAURANT	ARABIC RESTAURANT	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
DIGITAL CAMERA	ACRES HOLDING	LE MALL FASHION BRAND	JWT, Beirut	LEBANON
FRAMED	LAWRENCE JACOMELLI	FILM DIRECTOR	BRANDCOM MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
DOWNSIZED FOR RECESSION	MEMAC OGILVY	MEMAC OGILVY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
THE ART OF MAGICAL JEWELS	VAN CLEEF AND ARPELS	TRAVELLING EXHIBITION	MIXED MEDIA PUBLISHING, Dubai	UNITED ARAB EMIRATES
MASTERS OF WINDOWS 7	MICROSOFT	MICROSOFT WINDOWS 7	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
PRINT-BRAND ESSENCE	JWT	ADVERTISING AGENCY	JWT, Riyadh	SAUDI ARABIA
THE VALUABLE DUMPSTER	TAKE MY JUNK	CHARITY	WUNDERMAN, Dubai	UNITED ARAB EMIRATES
SAFE & STYLE	VOLVO/MASSIMO DUTTI	SEATBELT ANNIVERSARY	MEMAC OGILVY & MATHER, Dubai	UNITED ARAB EMIRATES
PETROL POWER	MERCEDES-BENZ	MERCEDES-BENZ S400	OMD, Dubai	UNITED ARAB EMIRATES
THE VALUABLE DUMPSTER	TAKE MY JUNK	CHARITY	WUNDERMAN, Dubai	UNITED ARAB EMIRATES