



Dubai Lynx TV/Cinema Winners 2007

TITLE	ADVERTISER	PRODUCT	ADVERTISING AGENCY	COUNTRY	PRODUCTION COMPANY	COUNTRY
Grand Prix						
B12 Publications & Media						
Private Lesson	Melody TV Group of Channels	Melody Channel	LEO BURNETT CAIRO	EGYPT	FINAL CUT	EGYPT 1 OF 2 CAMPAIGN
Hulk	Melody TV Group of Channels	Melody Channel	LEO BURNETT CAIRO	EGYPT	FINAL CUT	EGYPT 2 OF 2 CAMPAIGN
Gold						
B04 Home Appliances & Furnishings, Home Electronics & Audio-Visual						
Kick	Sony	Sony Wega TV	TONIC COMMUNICATIONS	UNITED ARAB EMIRATES	VELOCITY FILMS	SOUTH AFRICA
B08 Cars & Automotive Services						
GPS	Abdul Latif Jameel	Toyota Land Cruiser	DRIVE COMMUNICATION	SAUDI ARABIA	VIP FILMS	UNITED ARAB EMIRATES
B10 Restaurants & Fast Food Outlets						
Ramadan Kareem	Nando's	Nando's Restaurant	TONIC COMMUNICATIONS	UNITED ARAB EMIRATES	FILMWORKS	UNITED ARAB EMIRATES
B13 Banking, Investment & Insurance						
Robbery	AIG	AIG Insurance	JWT	UNITED ARAB EMIRATES	INDEPENDENT PRODUCTIONS	UNITED ARAB EMIRATES
B17 Public Health & Safety, Public Awareness, Fundraising & Appeals						
Animals	Ministry Of Social Affairs	Parental Violence	SAATCHI & SAATCHI LEBANON	LEBANON	CITY FILMS	LEBANON
Silver Campaign						
B01 Foods						
Egyptian Farmer	Masterfoods	Twix	TBWA\RAAD	UNITED ARAB EMIRATES	CITY FILMS	LEBANON 1 OF 3 CAMPAIGN
Syrian Baker	Masterfoods	Twix	TBWA\RAAD	UNITED ARAB EMIRATES	CITY FILMS	LEBANON 2 OF 3 CAMPAIGN
Lebanese Women	Masterfoods	Twix	TBWA\RAAD	UNITED ARAB EMIRATES	CITY FILMS	LEBANON 3 OF 3 CAMPAIGN
B15 Commercial Public Services						
Man	Maktoob.com	Online Matrimonials	TBWA\RAAD	UNITED ARAB EMIRATES	RAHBANI PRODUCTIONS	UNITED ARAB EMIRATES 1 OF 2 CAMPAIGN
Woman	Maktoob.com	Online Matrimonials	TBWA\RAAD	UNITED ARAB EMIRATES	RAHBANI PRODUCTIONS	UNITED ARAB EMIRATES 2 OF 2 CAMPAIGN

Silver						
B05 Cosmetics & Beauty, Toiletries & OTC Pharmacy						
Lighthouse	P&G Crest	Crest Whitening Toothpaste	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES	VIP FILMS	UNITED ARAB EMIRATES
Bronze Campaign						
B01 Foods						
Airport	Masterfoods	Snickers	IMPACT/BBDO	UNITED ARAB EMIRATES	CITY FILMS	LEBANON 1 OF 3 CAMPAIGN
Golf	Masterfoods	Snickers	IMPACT/BBDO	UNITED ARAB EMIRATES	CITY FILMS	LEBANON 2 OF 3 CAMPAIGN
Mall	Masterfoods	Snickers	IMPACT/BBDO	UNITED ARAB EMIRATES	CITY FILMS	LEBANON 3 OF 3 CAMPAIGN
Bronze						
B01 Foods						
Treaty	Masterfoods	Twix	TBWA\RAAD	UNITED ARAB EMIRATES	CITY FILMS	LEBANON
B02 Drinks						
Nescafe Bedridden	Nestle Middle East	Nescafe Red Mug	FORTUNE PROMOSEVEN	UNITED ARAB EMIRATES	MIRACLE FILMS	UNITED ARAB EMIRATES
B05 Cosmetics & Beauty, Toiletries & OTC Pharmacy						
ABC	P&G Pampers	Pampers Diapers	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES	CONDOR DUBAI	UNITED ARAB EMIRATES
B17 Public Health & Safety, Public Awareness, Fundraising & Appeals						
Voice Of Freedom	An-Nahar	Commemoration	GREY WORLDWIDE MENA	LEBANON	DOLCEVITA FILMS	UNITED ARAB EMIRATES

TV/Cinema section sponsored by





Dubai Lynx Print Winners 2007

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
Grand Prix				
A05 Cosmetics & Beauty, Toiletries & OTC Pharmacy				
Undo	P&G	Olay	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
Gold				
A01 Foods				
Cars	Bel	La Vache Qui Rit Cheese	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
A03 Household				
House	Procter & Gamble	Tide	LEO BURNETT DUBAI	UNITED ARAB EMIRATES 1 OF 2 CAMPAIGN
Out	Procter & Gamble	Tide	LEO BURNETT DUBAI	UNITED ARAB EMIRATES 2 OF 2 CAMPAIGN
A04 Home Appliances & Furnishings, Home Electronics & Audio-Visual				
Wallet	Sony	Sony Cybershot T7	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
Mountain	Sony	Microvault	FORTUNE PROMOSEVEN	UNITED ARAB EMIRATES 1 OF 3 CAMPAIGN
Whale	Sony	Microvault	FORTUNE PROMOSEVEN	UNITED ARAB EMIRATES 2 OF 3 CAMPAIGN
Elephant	Sony	Microvault	FORTUNE PROMOSEVEN	UNITED ARAB EMIRATES 3 OF 3 CAMPAIGN
A06 Clothing, Footwear & Accessories				
Censored	Wonderbra	Lingerie	TONIC COMMUNICATIONS	UNITED ARAB EMIRATES
A09 Retail Stores				
Novel	Booksplus	Bookstore	TEAM/Y&R	UNITED ARAB EMIRATES 1 OF 1 CAMPAIGN
Dictionary	Booksplus	Bookstore	TEAM/Y&R	UNITED ARAB EMIRATES 2 OF 2 CAMPAIGN
A11 Travel, Transport, Entertainment & Leisure				
Broken Lego	Seibukan Karate Centre	Karate For Kids	GREY WORLDWIDE DUBAI	UNITED ARAB EMIRATES
A12 Publications & Media				
Toothbrush	Gulf News	Newspaper	TEAM/Y&R	UNITED ARAB EMIRATES 1 OF 3 CAMPAIGN
Coffee	Gulf News	Newspaper	TEAM/Y&R	UNITED ARAB EMIRATES 2 OF 3 CAMPAIGN
WC	Gulf News	Newspapers	TEAM/Y&R	UNITED ARAB EMIRATES 3 OF 3 CAMPAIGN
A15 Commercial Public Services				
Onederbra	Emirates Diagnostics Clinic	Emirates Diagnostics Clinic	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES

A17 Public Health & Safety, Public Awareness, Fundraising & Appeals				
Tortured	Amnesty International	Amnesty International	JWT	UNITED ARAB EMIRATES 1 OF 3 CAMPAIGN
Abused	Amnesty International	Amnesty International	JWT	UNITED ARAB EMIRATES 2 OF 3 CAMPAIGN
Imprisoned	Amnesty International	Amnesty International	JWT	UNITED ARAB EMIRATES 3 OF 3 CAMPAIGN
Silver				
A01 Foods				
Fan	Nestlé	Polo Mints	JWT	UNITED ARAB EMIRATES 1 OF 2 CAMPAIGN
Hand Fan	Nestlé	Polo Mints	JWT	UNITED ARAB EMIRATES 2 OF 2 CAMPAIGN
Hulk	Bel	La Vache Qui Rit Cheese	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
Smoke Detector	Goody	Hot Sauce	IMPACT/BBDO	SAUDI ARABIA
A02 Drinks				
Diet Straw	Pepsi International	Diet 7Up	IMPACT/BBDO	SAUDI ARABIA
A03 Household				
Pervert	P&G Ariel	Ariel Plus	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES 1 OF 2 CAMPAIGN
Thief	P&G Ariel	Ariel Plus	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES 2 OF 2 CAMPAIGN
A05 Cosmetics & Beauty, Toiletries & OTC Pharmacy				
Dentures	Al Tayer Group	A4 Age Reversal Cream	TEAM/Y&R	UNITED ARAB EMIRATES
A15 Commercial Public Services				
Mountain	Vodafone	Wireless Office	JWT CAIRO	EGYPT 1 OF 3 CAMPAIGN
Paradise Beach	Vodafone	Wireless Office	JWT CAIRO	EGYPT 2 OF 3 CAMPAIGN
City	Vodafone	Wireless Office	JWT CAIRO	EGYPT 3 OF 3 CAMPAIGN
TV Room	Boecker	Pest Control	JWT	UNITED ARAB EMIRATES 1 OF 3 CAMPAIGN
Living Room	Boecker	Pest Control	JWT	UNITED ARAB EMIRATES 2 OF 3 CAMPAIGN
Kitchen	Boecker	Pest Control	JWT	UNITED ARAB EMIRATES 3 OF 3 CAMPAIGN
A17 Public Health & Safety, Public Awareness, Fundraising & Appeals				
Freedom From Hunger Week	Emirates Today/Evening Post	Eradication of Poverty	TEAM/Y&R	UNITED ARAB EMIRATES
Bronze				
A01 Foods				
Birdcage	Kellogg's	Special K	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
Plate	Nestlé	Kit Kat Chunky	JWT	UNITED ARAB EMIRATES
A02 Drinks				
Botero	Pepsi	Diet Pepsi	IMPACT/BBDO	UNITED ARAB EMIRATES
Cyclist	Rhino's	Energy Drink	TEAM/Y&R	UNITED ARAB EMIRATES 1 OF 2 CAMPAIGN
Hiker	Rhino's	Energy Drink	TEAM/Y&R	UNITED ARAB EMIRATES 2 OF 2 CAMPAIGN
Pool	Pepsi International	Pepsi	IMPACT/BBDO	SAUDI ARABIA

A03 Household				
100% Black	Henkel Lebanon	Mir Laundry Detergent	IMPACT BBDO	LEBANON
Dots	Henkel Arabia	Persil	IMPACT/BBDO	SAUDI ARABIA
A04 Home Appliances & Furnishings, Home Electronics & Audio-Visual				
Cds	Sony	Microvault USB Drive	TONIC COMMUNICATIONS	UNITED ARAB EMIRATES 1 OF 3 CAMPAIGN
Encyclopedia	Sony	Microvault USB Drive	TONIC COMMUNICATIONS	UNITED ARAB EMIRATES 2 OF 3 CAMPAIGN
File	Sony	Microvault USB Drive	TONIC COMMUNICATIONS	UNITED ARAB EMIRATES 3 OF 3 CAMPAIGN
Grand Theft Auto 3	Archimedia	Home Entertainment Solutions	LOWE MENA	UNITED ARAB EMIRATES 1 OF 5 CAMPAIGN
Italy V France	Archimedia	Home Entertainment Solutions	LOWE MENA	UNITED ARAB EMIRATES 2 OF 5 CAMPAIGN
Joyce	Archimedia	Home Entertainment Solutions	LOWE MENA	UNITED ARAB EMIRATES 3 OF 5 CAMPAIGN
McDonald Sisters	Archimedia	Home Entertainment Solutions	LOWE MENA	UNITED ARAB EMIRATES 4 OF 5 CAMPAIGN
Smylie Family	Archimedia	Home Entertainment Solutions	LOWE MENA	UNITED ARAB EMIRATES 5 OF 5 CAMPAIGN
A05 Cosmetics & Beauty, Toiletries & OTC Pharmacy				
Boxing Ring	Colgate Palmolive	Oral Care Toothpaste	TEAM/Y&R	UNITED ARAB EMIRATES
ABC	P&G Pampers	Pampers	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES 1 OF 2 CAMPAIGN
Animals	P&G Pampers	Pampers	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES 2 OF 2 CAMPAIGN
A06 Clothing, Footwear & Accessories				
Thong	Bendon	Lingerie	TBWA\RAAD	UNITED ARAB EMIRATES
A07 Miscellaneous				
Budgie	Master Foods	Trill Bird Food	TBWA\RAAD	UNITED ARAB EMIRATES
A09 Retail Stores				
Trespassing	Booksplus	Bookstore	TEAM/Y&R	UNITED ARAB EMIRATES 1 OF 2 CAMPAIGN
A Good Story	Booksplus	Bookstore	TEAM/Y&R	UNITED ARAB EMIRATES 2 OF 2 CAMPAIGN
A10 Restaurants & Fast Food Outlets				
Tender	Grosvenor House	Prime Rib	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
A12 Publications & Media				
Women	Nile FM	Radio Station	JWT CAIRO	EGYPT 1 OF 2 CAMPAIGN
Men	Nile FM	Radio Station	JWT CAIRO	EGYPT 2 OF 2 CAMPAIGN
A14 Business Equipment & Services				
Laptop	LG Electronics	Consumer Electronics	TEAM/Y&R	UNITED ARAB EMIRATES
A15 Commercial Public Services				
Book	Boston Medical Group	Men's Sexual Health Clinic	FORTUNE PROMOSEVEN	BAHRAIN

Vehicles Available

The Emirates Evening Post

Road Safety

THE CLASSIC PARTNERSHIP
ADVERTISING

UNITED ARAB EMIRATES

Print section sponsored by

The logo for Khaleej Times, featuring the word "Khaleej" in a stylized, gothic-style font, followed by a small graphic of a building or tower, and then the word "Times" in a similar gothic-style font.



Dubai Lynx Outdoor Winners 2007

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
Grand Prix				
C18 Ambient				
Lipton Tree	Lipton	Lipton Green Tea	JWT CAIRO	EGYPT
Gold				
C02 Drinks				
Pool	Pepsi International	Pepsi	IMPACT/BBDO	SAUDI ARABIA
C04 Home Appliances & Furnishings, Home Electronics & Audio-Visual				
Wallet	Sony	Sony Cybershot T7	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
C18 Ambient				
Towels	Unilever	Axe Shower Gel	LOWE MENA	UNITED ARAB EMIRATES
Silver				
C05 Cosmetics & Beauty, Toiletries & OTC Pharmacy				
Show'er	Unilever	Axe Shower Gel	LOWE MENA	UNITED ARAB EMIRATES
C18 Ambient				
Guinness Glass	Old Vic	Pub	JWT	UNITED ARAB EMIRATES
3 Weeks	Kellogg's	Special K Cereal	H&C LEO BURNETT	LEBANON
Axe Peephole	Unilever Middle East	Axe Deodorant	BRANDCOM MIDDLE EAST	UNITED ARAB EMIRATES
Silver Campaign				
C15 Commercial Public Services				
Mountain	Vodafone	Wireless Office	JWT CAIRO	EGYPT 1 of 3
Paradise Beach	Vodafone	Wireless Office	JWT CAIRO	EGYPT 2 of 3
City	Vodafone	Wireless Office	JWT CAIRO	EGYPT 3 of 3
Bronze				
C01 Foods				
Fan	Nestlé	Polo Mini Mints	JWT DUBAI	UNITED ARAB EMIRATES
C18 Ambient				
Oven	Dominos	Dominos Pizza	JWT	UNITED ARAB EMIRATES
Art Gallery	Sony	Sony Cybershot T7	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
Hopscotch	Bel	La Vache Qui Rit Cheese	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES
Axe Mmmousepad	Unilever Middle East	Axe Deodorant	BRANDCOM MIDDLE EAST	UNITED ARAB EMIRATES

Bronze Campaign				
C01 Foods				
Hulk	Bel	La Vache Qui Rit Cheese	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES 1 of 2
Cars	Bel	La Vache Qui Rit Cheese	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES 2 of 2
C03 Household				
Pervert	P&G Ariel	Ariel Plus	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES 1 of 2
Thief	P&G Ariel	Ariel Plus	SAATCHI & SAATCHI DUBAI	UNITED ARAB EMIRATES 2 of 2
C15 Commercial Public Services				
Rat	Boecker	Pest Control Services	JWT	UNITED ARAB EMIRATES 1 of 2
Cockroach	Boecker	Pest Control Services	JWT	UNITED ARAB EMIRATES 2 of 2

Outdoor section sponsored by





Dubai Lynx Radio Winners 2007

TITLE	ADVERTISER	PRODUCT	ENTRANT COMPANY	COUNTRY
Grand Prix				
D02 Consumer Products				
Eye Of The Tiger	Chiquita	Chiquita Bananas	FORTUNE PROMOSEVEN	UNITED ARAB EMIRATES 1 of 3
My Way	Chiquita	Chiquita Bananas	FORTUNE PROMOSEVEN	UNITED ARAB EMIRATES 2 of 3
Smells Like Teen Spirit	Chiquita	Chiquita Bananas	FORTUNE PROMOSEVEN	UNITED ARAB EMIRATES 3 of 3
Gold				
No Gold Awarded				
Silver Campaign				
D02 Consumer Products				
Siren	Sony	Beta	FORTUNE PROMOSEVEN	UNITED ARAB EMIRATES 1 of 2
Jack Hammer	Sony	Beta	FORTUNE PROMOSEVEN	UNITED ARAB EMIRATES 2 of 2
Bronze				
D05 Fundraising, Charities, Appeals, Non-Profit Organisations, Public Health & Safety				
Alphabet	Dubai Autism Center	Autism Awareness	JWT	UNITED ARAB EMIRATES
Bronze Campaign				
D03 Consumer Services				
Freedom Menu	Virgin Atlantic	Airline	TEAM/Y&R	UNITED ARAB EMIRATES 1 of 2
Clubhouse	Virgin Atlantic	Airline	TEAM/Y&R	UNITED ARAB EMIRATES 2 of 2

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