Dubai Lynx
International Festival of Creativity

Student Cover Competition 2024

The Brief
Dubai Lynx, in partnership with Campaign ME, calls for standout creative students from the MENA region to create the cover for the "Know Your Platform Guide"

Here's How: Social media has changed the face of the marketing and communications industry and continues to reshape the way we connect with our customers. With a renewed focus from social platforms on building communities out of their consumers 2024 is set to be an exciting year of change. This is what we want you to do: create a cover that encapsulates how social media continues to move creativity forward. It should be inspiring and reflective of the MENA region.

The winning entry will be published April/May 2024 as the cover of our "Know Your Platform Guide"

You are designing the magazine cover:

All entries must be completely original work and will be judged by an industry panel.
This is your chance to show the whole industry your creative firepower.

The winning work will…

Stand out – naturally
Capture the imagination of our audience
Be reflective of the MENA region
Avoid cliches
Talk to the cross-industry audience of marketers, agencies, media and tech professionals
Seamlessly link with the themes within the "Know Your Platform Guide"

The Issue
In 2020 Campaign Middle East launched its Know Your Platform Guide, now a mainstay of the Campaign Middle East calendar the guide will be published April/May 2024

The Know Young Platform Guide is a directory of the main social media platforms and apps in the region, with a focus on how marketers can use them best. It is a chance for platforms to showcase their strengths, dispel some myths and champion their work with brands. The directory will have detailed listings of each major platform, from user numbers to contact details, as well as insight from each platform's senior management. Platforms and brands will also have the added opportunity through their local partners to highlight case-studies of work with each platform.

The region's biggest platforms are listed in this unique guide, and we have kept it very informative in the interests of serving our readers (agencies, brands, media and suppliers) better.

The Rules
By entering this competition, you agree that the materials submitted (artwork, imagery and ideas) are the original works of the entrant. The entrant further certifies that these original works, entirely, have not been previously published on any publication, in any format.

Each entrant acknowledges and consents that anything asset or material submitted in connection with Young Lynx Student Cover Competition becomes the property of Motivate Publishing FZ LLC and may be reproduced and published, archived and otherwise used without limitation by Motivate Publishing FZ LLC and its partners and affiliate.

Checklist

Required format:

- One Magazine Artwork – Mandatory
- Supporting Material – Optional
- Supported upload file types are: jpg, .jpeg, .png, .pdf
- Size: 327mm(h) x 240mm(w)
- Please add 10mm bleed and crop marks across all sides.
- Entry can be in English/Arabic (if in Arabic, please provide English translation)

Bear in mind:

- It will be the main cover of the supplement
- It's the cover for a print publication – this will be a test of your design skills in a traditional, paper product. Old-school!
- Your design and artwork must be completely original.
- Your design must include the Campaign Middle East masthead and it must maintain its size and placement.
- Your artwork must also account for room for a sponsor's logo. This will be applied to the lower left corner. You should not include a gap in your work for this but please consider what part of the artwork this may cover.
- Your artwork must contain the headline 'Know Your Platform Guide 2024'