

# DUBAI LYNX 2023 POST FESTIVAL REPORT



## ABOUT US

Dubai Lynx is the MENA region's meeting place for the creative and marketing community. The vibrant festival is a melting pot where ideas, brands and technology collide. It is a place for those to explore what it means to be creative today, as well as to debate what it might mean tomorrow.

## OUR COMMUNITY

The festival and exclusive awards brought together key influencers from big brands, agencies and government – both regionally and globally. Our community is credible, influential, innovative and creative.

## THE FESTIVAL

The Festival was MENA's largest gathering in the creative marketing community, returning after three years it took place on 14 March 2023 for one day at the Madinat Jumeirah Dubai on Fort Island. The festival hosted two stages; one featuring global and the other regional content. Hundreds of attendees from across the global attended to hear cutting edge content, network and celebrate the region's creativity.

## THE AWARDS

Our prestigious Dubai Lynx Awards recognised the leading creative and media campaigns in the region - this year it took place on 15 March 2023. Judged by global industry leaders to the same stringent criteria as Cannes Lions – the awards continue to be the most credible and recognised in the region.

The ceremony brought together C-suite level heads of agencies and senior marketers from brands, as well as those who created the work. The awards dinner was a night of celebration and networking for the whole industry.

## COUNTRIES ELIGIBLE TO ENTER ARE AS FOLLOWS:

Afghanistan, Algeria, Bahrain, Comoros, Chad, Djibouti, Egypt, Eritrea, Ethiopia, Ghana, Iraq, Jordan, Kuwait, Lebanon, Kenya, Libya, Mali, Mauritania, Morocco, Mozambique, Niger, Nigeria, Oman, Qatar, Saudi Arabia, Somalia, Tunisia, UAE, Westbank & Gaza, Western Sahara, Yemen.



# LYNX AWARDS & CATEGORIES



Brand Experience & Activation



Creative Commerce



Creative Effectiveness



Creative Strategy



Design



Digital



Direct



Entertainment



Film



Film Craft



Glass: the Award for Change



Healthcare



Industry Craft



Integrated



Media



Mobile



Outdoor



PR



Print & Publishing



Radio & Audio



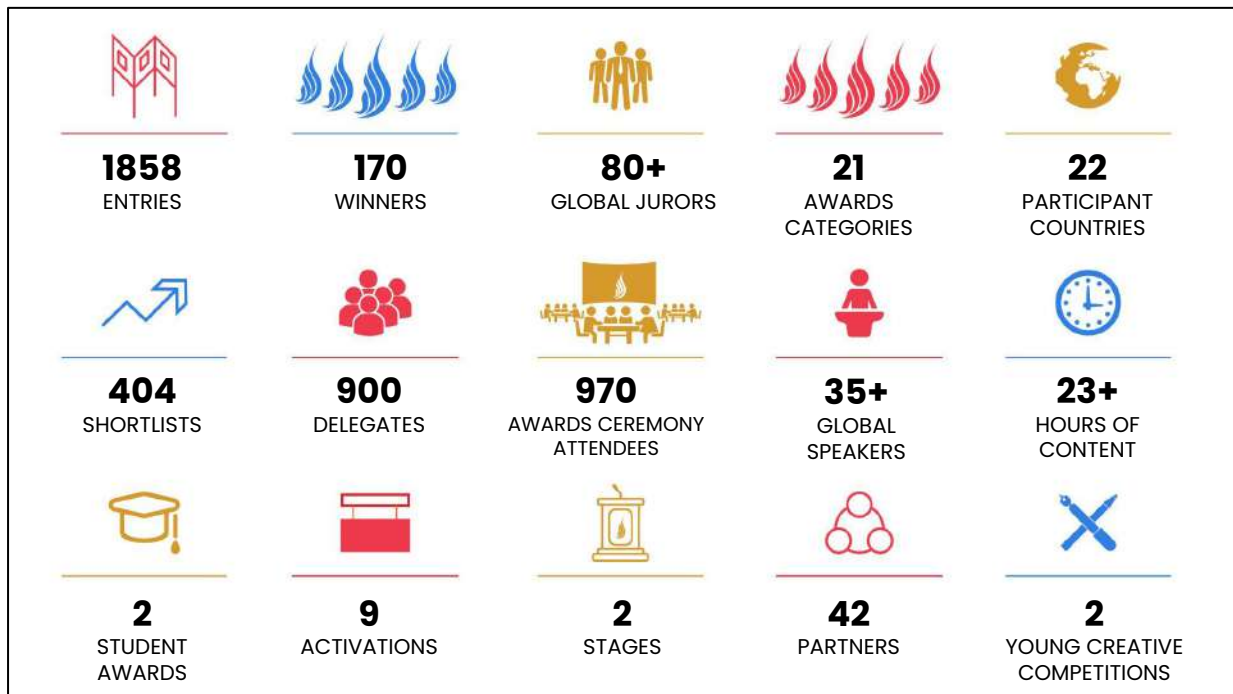
Social & Influencer

# DUBAI LYNX 2023: INSIGHTS



# DUBAI LYNX 2023 IN NUMBERS

*\*The Festival took place over one day only*



# AWARDS BREAKDOWN

The Awards ceremony showcased ground-breaking campaigns that raised the bar of creativity in MENA. With a total of 170 award winners, here is a breakdown of what was awarded in 2023.



**22**  
GRAND PRIXS  
AWARDED



**30**  
GOLDS  
AWARDED



**68**  
BRONZES  
AWARDED

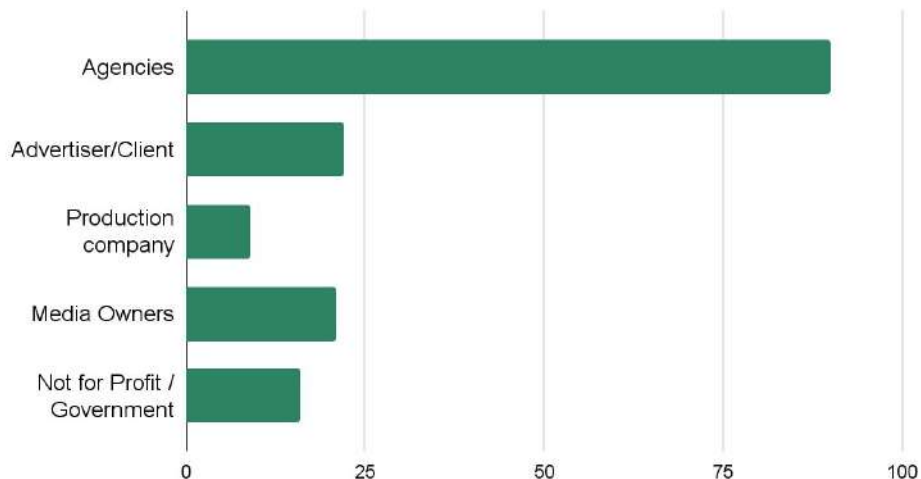


**50**  
SILVERS  
AWARDED

# WHO ATTENDED

Dubai Lynx 2023 saw hundreds of delegates across the globe from a mix of industries. Here is a breakdown of who attended the Festival and Awards.

**Breakdown of attendees**





# DELEGATION GROUPS THAT ATTENDED

The festival saw large groups of delegates from across the globe and different industries in attendance; including:

## 1 - Cannes Can - The Diversity Collective Group

A group of young scholars from across the United States and South America shared ideas, learning and met with influential leaders from the region.

## 2 - Kazakhstan Delegation

A large delegation of creatives attended to share creative ideas across the globe

## 3 - Jeddah College Of Advertising Student Delegation

Women studying creativity from KSA attended the festival to find out and learn about the latest developments in creativity



# KEY COMPANIES THAT ATTENDED

لجنة أبوظبي للأفلام  
ABU DHABI FILM  
COMMISSION

Accenture Song

AKQA

amazon

BBC  
STUDIOS

BBDO



Careem

Cheil

Choueiri Group



DC  
DENTSU CREATIVE

Deloitte.  
Digital

DIGITAS

droga

DUBAI  
للاقتصاد والسياحة  
Economy and Tourism

DUBAI  
HOLDING

DUBAI  
MEDIA  
CITY

FP7 McCANN  
MENAT

gettyimages

Google

havas  
middle east

Hill + Knowlton  
Strategies

HORIZON FCB DUBAI

HSBC



INTERESTING  
TIMES

ithra  
by ORTOMED



Masdar  
A MUBADALA COMPANY

media monks

MINDSHARE

MOTIVATE  
MEDIA GROUP

MMS MBC MEDIA  
SOLUTIONS

الوطني  
NBK

OMG  
Omnicom Media Group

ОТБАСЫ  
БАНК



PUBLICIS  
GROUPE

SAUDI  
TOURISM  
AUTHORITY  
الهيئة  
السعودية  
للسياحة

SERVICEPLAN GROUP  
HOUSE OF COMMUNICATION

الاهد

Snap Inc.

TBWA RAAD

the  
bold  
group

TikTok

المكتب الإعلامي  
لحكومة دولة الإمارات  
UAE GOVERNMENT MEDIA OFFICE

VAYNERMEDIA

VMLY&R  
COMMERCE



+ WUNDERMAN  
THOMPSON

ELEMENT





## FESTIVAL INITIATIVES

Running alongside our content stages were our young talent competitions and student awards; academies, hosted lunches and breakfast sessions, hacks, and more.

From events specifically focused at Chief Marketing Officers from big brands and agency CEOs through to talent and training initiatives - the festival offered engagement for those across every level of the community.

# FESTIVAL EVENTS



BREAKFAST

SPONSORED BY



STUDENT  
INTEGRATED  
COMPETITION



STUDENT  
COVER  
COMPETITION



YOUNG LYNX  
COMPETITION

Accenture Song

CMO DINNER



YOUNG LYNX  
ACADEMY



CMO  
ROUNDTABLE



BIG KAHUNA FILMS

CREATIVE  
LEADERS  
DINNER



UNSTEREOTYPE  
ALLIANCE  
ANNIVERSARY

DUBAI MEDIA CITY

COMMUNITY  
MEET-UPS

# DUBAI LYNX 2023: CONTENT

- **GLOBAL STAGE**

This stage featured keynotes from jury presidents and a deep dive into global trends.

- **MENA STAGE**

This stage featured content for the region, from the region. With a focus on best practise case studies as well a deep dive on Saudi Arabia - including creativity as a part of vision 2030, opportunities in the Kingdom and the role of tech.





# DUBAI LYNX 2023: CONTENT

## LYNX LOFT

The loft hosted a number of sessions, including:

- The Dentsu CMO Private Roundtable
- The CEO roundtable
- Publicis Young Lynx Academy presentations
- Unstereotype Alliance content session

## COMMUNITY MEET-UPS

Dubai Media City hosted Community Meet-ups on the Festival Island to facilitate networking and allow delegates to make meaningful connections. These meet-ups included:

- Freelancers meet-up
- Women in the Industry meet-up
- Creative Community meet-up



# ACTIVATIONS

*Companies showcased their products and services to activate their brands at the Festival.*



# 2023 JURY PRESIDENTS



**BRAND EXPERIENCE,  
CREATIVE COMMERCE,  
DIRECT, OUTDOOR,  
INTEGRATED/GLASS**  
Diana Sukopp  
Chief Creative Officer  
DDB Group Germany



**CREATIVE EFFECTIVENESS,  
CREATIVE STRATEGY**  
Anna Vogt  
Chief Strategy Officer,  
VMLY&R London, UK



**DESIGN, INDUSTRY CRAFT**  
Sbu Sitole  
Co-Founder & Chief  
Creative Officer, The Odd  
Number, South Africa



**DIGITAL CRAFT, MOBILE,  
SOCIAL & INFLUENCER**  
Zoha Zoya, Group Creative  
Director, Head of  
Experience Design, R/GA,  
EMEA



**ENTERTAINMENT**  
Amani Duncan, Former  
CEO, BBH, USA



**FILM CRAFT**  
Rajay Singh  
Film Director & Founder,  
Directors Think Tank, South  
East Asia



**FILM, PRINT &  
PUBLISHING, RADIO &  
AUDIO**  
Gustavo Lauria  
Chief Creative Officer, We  
Believers, USA



**HEALTHCARE**  
Bernardo Romero  
Maker, Klick Health, Canada



**MEDIA**  
Kate Ivory  
Agency Partner, Head of  
Strategy, OMD EMEA, EMEA



**PR**  
Tom Beckman  
Global Chief Creative  
Officer, Weber Shandwick,  
Global



# 2023 SPEAKER HIGHLIGHTS



**Anja Petrovski**  
Marketing and PR Director,  
Volkswagen Middle East



**Damon Jones**  
Global Chief  
Communications Officer,  
P&G



**Adrianne Smith**  
Founder CEO, Cannes Can:  
Diversity Collective & Chief  
Diversity & Inclusion  
Officer, FleishmanHillard



**John Cleese**  
Actor, Comedian  
and Writer



**Charles Awad**  
Chief Marketing Officer,  
Majid Al Futtaim



**Annie Arsane**  
Head of Global Business  
Marketing - METAP, TikTok



**Mohammed Bahmishan**  
Chief Creative Officer, FP7  
McCann Saudi Arabia



**Yusuf Omar**  
Co-Founder, Seen



**Asmaa Quorrich**  
Chief Marketing Officer,  
Saudi Tourism Authority



**Neil Heymann**  
Global Chief Creative  
Officer, Accenture Song



## SUPPORTING YOUNG TALENT

**The Young Lynx Integrated Competition** was open to young talent across agencies below the age of 32 years, across MENA. This year, we partnered with TikTok to host the competition, with a brief provided by the UN Stereotype Alliance.

**The Student Competitions** aimed to develop and showcase the region's future creative superstars. This year's Student Print competition was in partnership with Campaign Middle East and the Student Integrated competition was in partnership with the UN Stereotype Alliance

The competition was open to full time university students between the ages of 18-25.

STUDENT  
INTEGRATED

STUDENT  
PRINT

YOUNG LYNX  
INTEGRATED

# YOUNG LYNX ACADEMY 2023

Powered by



This year we partnered with Publicis Groupe to launch The 3rd edition of the Young Lynx Academy which took place on **12 - 14 March 2023 at Madinat Jumeirah**. This programme was designed to support young talent in making the move to the next level of their careers.

The 3-day workshop included keynotes from the region's best creative minds and a 24 - hour cross - agency hack competition. The academy was targeted towards professionals aged 30 and under.





# MARKETING JOURNEY

# GLOBAL MARKETING REACH

Dubai Lynx ran an intensive marketing campaign with substantial reach.  
Activities included:

Advertising in regional & international media such as Gulf News, Al Bayan, Campaign Middle East

Regular email marketing to targeted audiences in both regional & global databases

Full social media campaigns deployed across all platforms

Content-led advertisements across social media platforms

Press coverage in leading national dailies & trade publications

Promotion through strategic partnerships

Third party marketing distribution through key event partners including the IAA, Marketing Society, PRCA, etc.

Event marketing at industry events

Third party festival promotion by speakers & event partners to their networks

Promotion by jury members to their networks

Television interviews to promote the festival with key team members

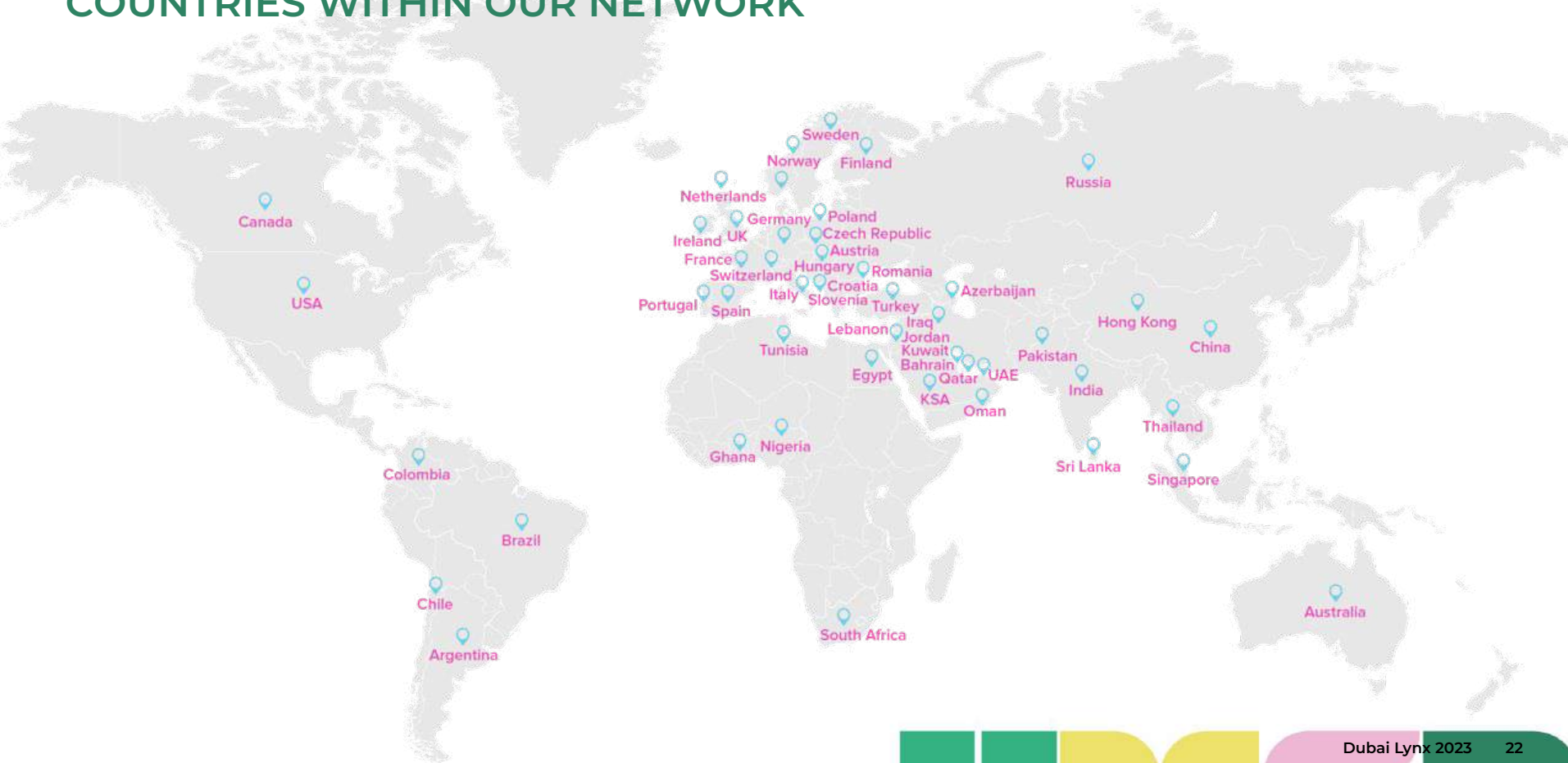
Advertising and strategic promotion through regional representatives

TVCs on Dubai Media City JC Decaux screens across Dubai

TVC's on Elevision screens across Dubai

Paid Media campaigns were launched with over 1 million impressions

# COUNTRIES WITHIN OUR NETWORK







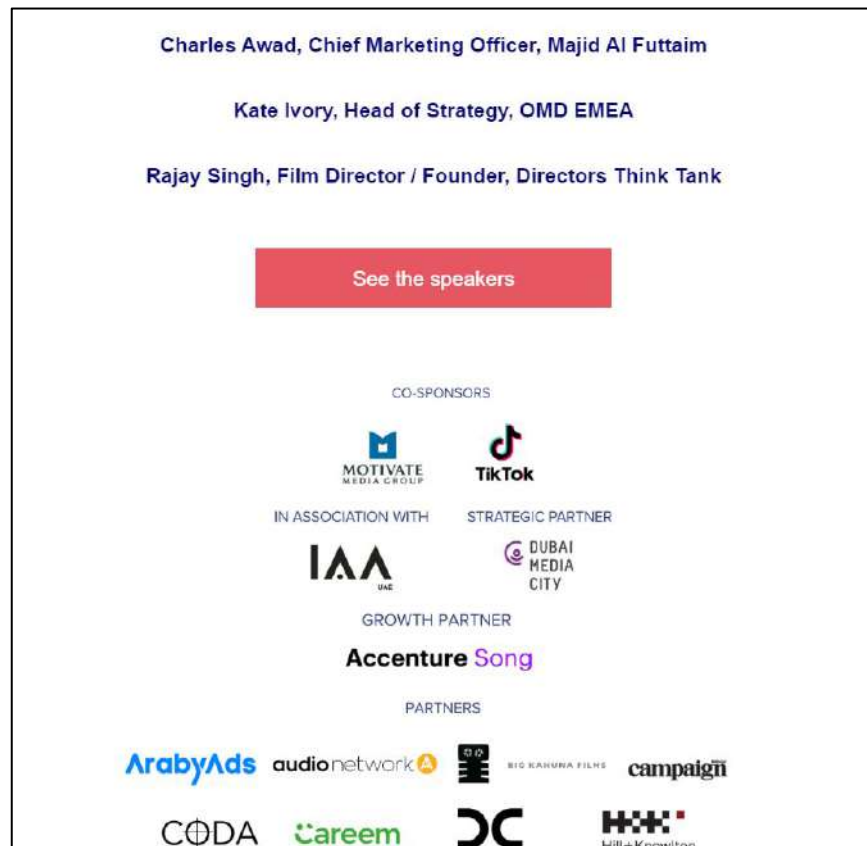
## MARKETING ACTIVITY

We promoted the Dubai Lynx Festival and Awards 2023 via all our social media platforms including EDMs. Our combined network includes **over 60,000 contacts.**

# EMAIL MARKETING

We sent out regular EDMs to our database of **17,000+ contacts** with messaging around the Awards, The Festival and key moments.

We also included partner branding on every EDM that went out for added brand visibility.





# SOCIAL MEDIA MARKETING

On all our social media platforms, we have a combined following of **over 40,000**.

We used our social media to keep our followers up-to-date on key information and relevant marketing messages.



# MEET THE JURY SEGMENTS

In 2023, the gender-balanced juries were represented by the highest calibre of global industry expertise.

We asked our jury to submit short VTs for social media to announce their involvement as a jury/jury president as well as some thoughts on what they looked forward to in the work this year. These short videos received positive feedback and engagement from our online community.

We also did a live jury presidents announcement at our Creativity Matters event in December, where attendees became the first to find out who the 2023 Jury Presidents were.



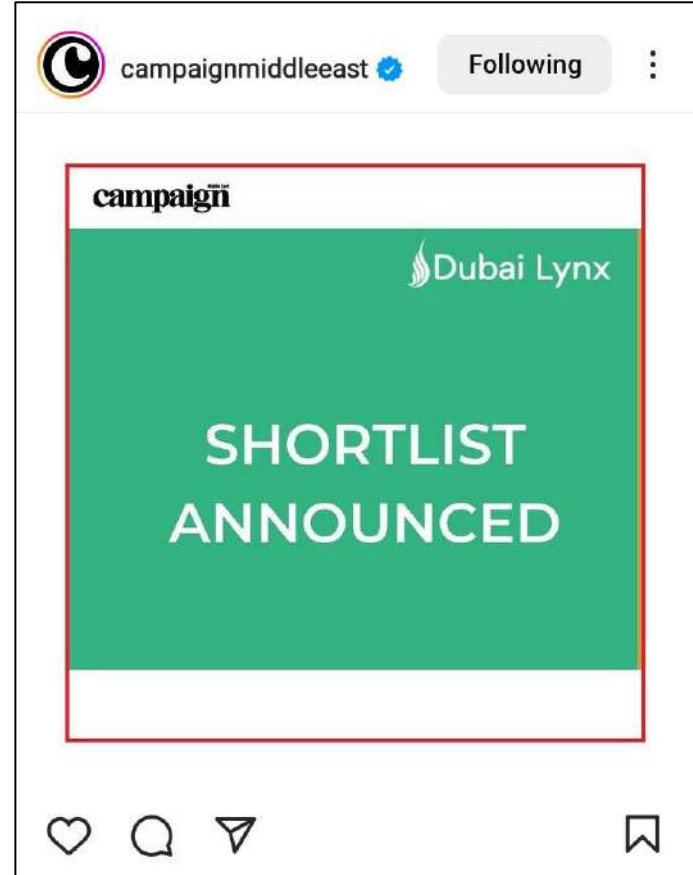
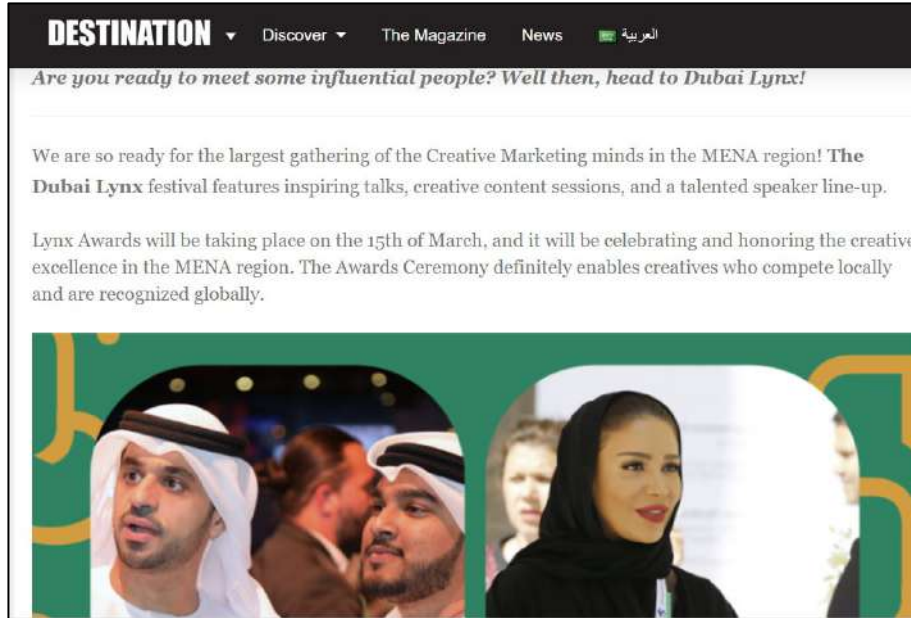
# MEET THE SPEAKERS SEGMENTS

Similar to our short Jury VTs, we asked speakers to submit short videos announcing that they are speaking at the Festival which were used on social media.



# MEDIA PARTNERS ACTIVITY

Our strategic media partners were instrumental in promoting our content through EDMs, social media, etc.





# PRINT MEDIA

We distributed print adverts in relevant media outlets across the Middle East

2 NATION

**Week-long Dubai Metro Music Festival starts today**  
Sofien Najjar

The first edition of the Dubai Metro Music Festival, which will run for a week from today, will feature a series of performances by local and international artists across the city's metro stations.

The festival, which is organized by the Dubai Metro, aims to promote the arts and culture in the city and provide a platform for local and international artists to showcase their talent.

## New villa for children lacking parental care

**BUILDING CAN ACCOMMODATE UP TO 14 BOYS AND GIRLS**

The United Arab Emirates has announced the construction of a new villa for children lacking parental care. The villa, which is located in the Al Khayma area, will accommodate up to 14 boys and girls.

The villa is part of a larger initiative by the UAE government to provide a safe and supportive environment for children in need. The villa will be managed by the Ministry of Social Affairs and will provide a range of services, including education, healthcare, and recreational activities.

## Baby born with gap in food pipe treated

**Stomach in Sheikh Shakhmurov Medical City performs complete surgery**

A newborn baby born with a gap in his food pipe has been successfully treated at the Sheikh Shakhmurov Medical City. The surgery, which was performed by a team of experts, was a complete success.

The baby, who was born at the Sheikh Shakhmurov Medical City, is now recovering well and is expected to be discharged soon. The medical center is proud to have successfully treated the baby and is committed to providing the highest quality of care for all its patients.

MONDAY, MARCH 8, 2021 | GULFNEWS.COM

12:53 13:53 14:53 15:53 16:53 17:40

**Work on Al Maqta Bridge completed**

The work on the Al Maqta Bridge has been completed, and the bridge is now open to traffic. The bridge, which is located in the Al Maqta area, is a major infrastructure project that will improve connectivity between the two areas.

The bridge is a significant achievement for the UAE government and is a testament to the country's commitment to infrastructure development. The bridge will provide a faster and more reliable route for commuters and will also boost the local economy.

MONDAY, MARCH 8, 2021 | GULFNEWS.COM

12:53 13:53 14:53 15:53 16:53 17:40

## Cancer scans pick up as Pink riders reach Dubai

The annual Pink Ride for Cancer Awareness has reached Dubai, and the event is expected to pick up cancer scans. The ride, which is organized by the Pink Foundation, aims to raise awareness about cancer and provide support for cancer patients.

The ride is a significant event for the UAE and is a testament to the country's commitment to social responsibility. The ride will provide a platform for cancer patients to share their stories and receive support from the community.

MONDAY, MARCH 8, 2021 | GULFNEWS.COM

12:53 13:53 14:53 15:53 16:53 17:40

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**Dubai Lynx**

**FUTURE PROOF YOUR CREATIVE SKILLS**

Join an elite cohort and discover the latest in AI, design, and technology shaping the future of creative industries.

**AI & Design**  
AI & Design is a 12-week program that will equip you with the skills and knowledge you need to thrive in the creative industries of the future.

**Design & Technology**  
Design & Technology is a 12-week program that will equip you with the skills and knowledge you need to thrive in the creative industries of the future.

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**Design & Technology**  
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**Three Dubai rest-stops to give delivery bike riders a breather**

RTA will install rest-stops for delivery bike riders at three locations across the city. The rest-stops will provide a place for riders to rest, refuel, and recharge their bikes.

**Rest-stops**  
The rest-stops will be located at three locations across the city: Al Khayma, Al Jaddaf, and Al Muraqqah. The rest-stops will provide a place for riders to rest, refuel, and recharge their bikes.

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**Dubai Lynx**

**CREATIVITY IS A CATALYST FOR CHANGE**

Discover how creativity can drive change and innovation in the workplace. Join our course and learn how to harness the power of creativity.

**Creativity**  
Creativity is a key skill for success in the 21st century. Our course will teach you how to develop your creativity and use it to drive change and innovation in the workplace.

**Change**  
Change is a constant in the workplace. Our course will teach you how to embrace change and use it as an opportunity for growth and innovation.

**Shurta دبي تشارك في توظيف مجندي الخدمة الوطنية**

شركة دبي تشارك في توظيف مجندي الخدمة الوطنية. الشركة لديها خبرة واسعة في توظيف الكوادر الوطنية في مختلف المجالات.

**توظيف**  
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**واكب المستقبل بماراثك الإبداعية**

شارك في ماراثك الإبداعية وكن جزءاً من التغيير. شارك في ماراثك الإبداعية وكن جزءاً من التغيير.

**ماراثك الإبداعية**  
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# OUR PARTNERS IN 2023

## CO-SPONSORS



## IN ASSOCIATION WITH



## STRATEGIC PARTNER



## GROWTH PARTNER



## PARTNERS



BIG KAHUNA FILMS



oocean Productions



## EXPERIENTIAL PARTNER



## OUR ASSOCIATION PARTNERS IN 2023



## OUR MEDIA PARTNERS IN 2023



# FEEDBACK







**Thank You**

# EVENT PHOTOS

[view all photos here](#)



# EVENT PHOTOS

[view all photos here](#)

