

# Dubai Lynx: New Mobile, PR categories for 2012

DUBAI, UAE: The Dubai International Advertising Festival will see two new categories added to the 2012 Awards line-up, PR and Mobile. The festival, which has recently launched its 2012 website with a new look and additional content, will take place from 4-7 March at the Madinat Jumeirah in Dubai.



The Dubai Lynx Advertising Awards will accept entries into the 14 categories from 13 December 2011. PR and Mobile have been added to further complement the existing categories of Film, Print, Outdoor, Radio, Media, Direct, Promo & Activation, Interactive, Print & Poster Craft, Film Craft, Design and Integrated.

The addition of PR will recognise the creative use of reputation management by the building and preservation of trust and understanding between individuals, businesses or organisations and their publics; whilst the inaugural Mobile category will award creative excellence in mobile websites, applications, viral and messaging, games and integrated mobile campaigns.

Five juries will be assigned to judge the entries into the Dubai Lynx Advertising Awards and the winners will be revealed and awarded with their trophies at the gala dinner in the Madinat Jumeirah on 7 March 2012, which last year was attended by over 1400 people.

Details of the 2012 Festival and Awards can be found on the newly launched website at [www.dubailynx.com](http://www.dubailynx.com).

## Key dates:

Delegate registration opens: 23 November 2011

Entries open: 13 December 2011

Entries close: 9 February 2012

Festival dates: 4-6 March 2012, Madinat Jumeirah, Dubai, UAE

Dubai Lynx Awards: 7 March 2012, Madinat Arena, Madinat Jumeirah, Dubai, UAE

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