

# New category at Dubai Lynx, jury presidents selected

Dubai Lynx has announced a new category, Creative Effectiveness, and the names of the 2016 Dubai Lynx jury presidents.



"Discussions around the effects of creativity on business continue to be had across the industry," says Emma Farmer, Festival Director, Dubai Lynx. "We're introducing Creative Effectiveness as a necessary award for the region, with the ultimate goal of it providing the definitive benchmark in recognising the correlation between creativity and effectiveness in MENA."

The Creative Effectiveness category will recognise creative work that has produced a measurable and proven impact on a client's business. Only work that has been either shortlisted or awarded at Dubai Lynx in the last three years is eligible to be entered and judged.

## Jury Presidents

- Film, Print, Outdoor, Radio, Print Craft, Integrated Jury President - Susan Credle, Incoming Global Chief Creative Officer, FCB, Global
- Direct, Promo & Activation, Interactive and Mobile Jury President - PJ Pereira, Chief Creative Officer, Pereira & O'Dell, US
- Media Jury President - Nick Emery, Global CEO, Mindshare Worldwide, Global
- Design Jury President - Fred Gelli, CEO, Tátil Design, Brazil
- Film Craft Jury President - Laura Gregory, Founder, CEO, Great Guns
- Branded Content & Entertainment Jury President - Anatheia Ruys, Head of Fuse, APAC, Omnicom Media Group, APAC
- PR Jury President - Pascal Beucler, Senior VP & Chief Strategy Officer, Global, MSLGROUP
- Creative Effectiveness Jury President - Hephzibah Pathak, Global Brand Director, Ogilvy & Mather, India

Dubai Lynx takes place from 6-9 March 2016. For more information, go to [www.dubailynx.com](http://www.dubailynx.com).