

 Dubai Lynx

11-14
MARCH
2018

INTERNATIONAL
FESTIVAL OF CREATIVITY

WHERE CREATIVITY SOARS,
SUCCESS FOLLOWS

**ENTRY KIT:
THE RULES - TERMS &
CONDITIONS**

2018

INDEX

QUICK GUIDANCE FOR ENTERING WORK

This helpful summary is **only a guide to the key points** about eligibility. It is not a substitute for reading the full terms & conditions and our policies on ineligible and "scam" entries.

1. The work has aired, launched or been released to the public for the first time between 1 February 2017 and 28 February 2018 ("Relevant Period"). If a Campaign commences before or runs beyond the Relevant Period, at least two thirds of the Campaign must have run during the eligibility period.
 2. The work has been created within the context of a normal paying contract with a client OR if it's a case of self-promotion or a non-profit organisation, the client must have approved all of the media/production/implementation.
 3. You have permission to enter this work from the commissioning client/brand-owning company and you have included the client contact details. We may request proof of this permission at any time. The Festival shall contact the client for verification if necessary, and the entrant shall notify the client accordingly..
 4. The work has been submitted exactly as published/aired/released and must not be modified for the Awards entry.
 5. The work is not speculative or conceptual advertising, and has not been banned or withdrawn from airing.
 6. A senior officer (CD, CEO or Chairman) from your company has given permission for this work to be entered.
 7. Entries will be accepted on the basis that:
 - They are designed specifically for and to run in the *MENA region and are created by agencies in the MENA region
 - They are designed specifically for and to run in the *MENA region and are created by agencies outside the MENA region
 - They are designed to run globally as long as they are created by agencies in the *MENA region.
- *For the purpose of Dubai Lynx, the MENA region includes; Afghanistan, Algeria, Bahrain, Comoros, Djibouti, Egypt, Ghana, Jordan, Kuwait, Lebanon, Kenya, Libya, Mauritania, Morocco, Mozambique, Nigeria, Oman, Pakistan, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, Turkey, UAE, Westbank & Gaza, Western Sahara, Yemen.
8. The work was not entered to the same Dubai Lynx Award the previous year. You can enter the work into an alternative Dubai Lynx Award, provided it meets the eligibility date requirements.
 9. There is no reference to your agency or any contributing creative companies in any digital or physical materials and all supporting case films and materials are correct and final versions. These cannot be changed later.
 10. The work, and/or case film can be understood in English. (See supporting material guidelines).
 11. At the point you complete and pay for your entry all media submitted must be the final version. Without exception, no replacement or additional media can be accepted after an entry has been finalised and received by the Festival.
 12. If new results are collected after the entry has been paid for, we will only accept additional written information in the results section of the entry form up to 16 February 2018.
 13. You understand that entries withdrawn after 16 February 2018 are not eligible for a refund. Please refer to our 'Refunds/ Cancellations Policy' for information.

If you're unable to confirm each point on the list, your work may be ineligible for Dubai Lynx 2018. Failure to meet all these requirements could see your entry being disqualified or withdrawn without a refund.

FESTIVAL CONTRACT TERMS & CONDITIONS

GENERAL

1. The Dubai Lynx Festival is an international competition organised, managed and administered by Ascential Events.
2. The Rules, including these Festival Terms and Conditions, shall apply to the Festival. By entering the Festival (which occurs by submission to Ascential Events of an Entries Payment Form), Entrant Companies agree to be bound, and abide, by the Rules. Ascential Events has an absolute discretion to amend the Rules from time to time, with the applicable version of the Rules to be as that published on the following website: **www.dubailynx.com**. **Unless otherwise stated, capitalised terms in these Terms and Conditions shall have the meaning set out in Definitions (which can be found [here](#)).**
3. Ascential Events may in its absolute discretion and at any time refuse to allow entry into the Festival, or withdraw an Entry from the Festival, those Entries which (in our opinion):
 - a. breach laws, regulations or industry recognised codes of practice;
 - b. offend national sentiments, religious sentiments or public taste;
 - c. do not meet the Festival's campaign eligibility rules and / or
 - d. in any other way contradict the Rules and the spirit of the Guiding Principles upheld by Ascential Events.
4. Entries will be accepted on the basis that:
 - a. They are designed specifically for and to run in the *MENA region and are created by agencies in the European region
 - b. They are designed specifically for and to run in the *MENA region and are created by agencies outside the European region
 - c. They are designed to run globally as long as they are created by agencies in the *MENA region.

*For the purpose of Dubai Lynx, the MENA region includes;

Afghanistan, Algeria, Bahrain, Comoros, Djibouti, Egypt, Ghana, Jordan, Kuwait, Lebanon, Kenya, Libya, Mauritania, Morocco, Mozambique, Nigeria, Oman, Pakistan, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, Turkey, UAE, Westbank & Gaza, Western Sahara, Yemen.

5. Ascential Events is part of the Ascential Group, which pledges to trade legally and respect all laws including the trade sanctions imposed by EU and US Governments. Ascential Events operates to a Group Sanctions Policy which means that, in organising, managing and administering the Festival, Ascential Events cannot accept entries from people or entries in relation to projects, based, residing or connected with a country subject to EU and/or US Government sanctions.

FESTIVAL CONTRACT TERMS & CONDITIONS

INTELLECTUAL PROPERTY RIGHTS: TREATMENT, USE AND PUBLICATION OF ENTRIES

1. When an Entrant Company submits any Entry for consideration in the Festival, the Entrant Company warrants to Ascential Events that it does so in full compliance with all intellectual property rights which subsist in the Entry, including as follows:
 - a. the Entrant Company has the legal right to submit the Entry into the Festival;
 - b. the exercise by Ascential Events or its authorised agent of the Festival Purposes shall not infringe the rights of any third party, nor breach any applicable laws.
2. Upon submission of any Entry, and in consideration for Ascential Events agreeing to consider Entrant Companies for Dubai Lynx Awards or Special Awards, the Entrant Company gives Ascential Events the right to use all submitted material for the Festival Purposes and in accordance with the Rules.
3. To the extent that the Entrant Company is not the owner of the material comprising the Entry, the Entrant Company shall use commercially reasonable endeavours to ensure that Ascential Events may exercise the Festival Purposes without Restriction. In this context, commercially reasonable endeavours:
 - a. shall include the Entrant Company using its commercially reasonable efforts to attempt to cause the applicable third parties to agree to permit Ascential Events to exercise the Festival Purposes, but shall not require the entrant to retrospectively amend or agree new terms of engagement for any Entry already commissioned; and
 - b. shall not require the Entrant Company to spend any money in order to obtain permission for Ascential Events to exercise the Festival Purposes.
4. Personal data included in your entry will be used by Ascential Events to process the Entry, contact you about enquiries and to announce and promote winners. Further details can be found in our privacy policy on our website.
5. The "**Festival Purposes**", which Ascential Events may, but shall not be obliged to, carry out are as follows:
 - a. Screen or publish all materials submitted for consideration in the Festival or otherwise provided by Entrant Companies to Ascential Events, including all Entries, with or without charge at public or private presentations, in such manner and form as the Ascential Events reasonably think fit;
 - b. Reproduce all materials submitted to Ascential Events - including all Entries - in the 'Dubai Lynx Winners Site' and offline;
 - c. Use or permit third parties to use, directly or indirectly, any materials submitted to the Festival, for the purpose of promoting the Festival; and
 - d. Reproduce any Entry into a collection of advertisements which may be offered for sale anywhere in the world. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by any organisation other than Ascential Events or any organisation authorised to do so by Ascential Events. This may include adaptation/translation by a third party.
6. The Festival Purposes set out above shall not include any action that may violate:
 - a. any applicable law; or
 - b. any restriction placed on the use of the Entry by its legal owner, permitted licensee or third party whose property is included within such material where such restriction is notified and disclosed to Ascential Events by the Entrant Company;(each of (a), and (b), a "**Restriction**").
7. The Entrant Company shall notify Ascential Events in writing (including by e-mail) of any Restriction as soon as reasonably practical on becoming aware of the same.
8. In the event of any legal action being commenced against Ascential Events, as a result of its exercise of the Festival Purposes and / or in relation to an Entry, then, without prejudice to any other rights or remedies available to Ascential Events:
 - a. the Entrant Company shall promptly assist Ascential Events in dealing with the claim, including but not limited to the provision of all documentation establishing ownership of rights in the Entry.

FESTIVAL CONTRACT TERMS & CONDITIONS

ADMINISTRATION OF THE FESTIVAL

1. Ascential Events has absolute discretion to make changes at any point in time to the Festival Categories (including, but without limitation, where it believes that such changes are necessary to ensure that all work is showcased in its best light). Entrant Companies will be informed if Category changes are made.
2. Ascential Events may at any time request media scheduling details, client confirmation in writing or any other further information needed to verify the authenticity of a piece of work.
3. Entrant Companies must immediately inform Ascential Events if they become aware that an unauthorised collection or compilation including their Entry is available for sale or distribution.
4. Entrant Companies agree to supply to Ascential Events upon request any additional material in relation to any shortlisted or winning work submitted by that Entrant Company. Ascential Events may, but is not obliged to, use such requested material at any time, including following conclusion of the Festival, for the purpose of any promotional publication and exhibitions.

EFFECT OF NON-COMPLIANCE WITH THE RULES

1. Ascential Events shall have the right to determine, in its absolute discretion, any non-compliance with any Rules. In the event of a finding of non-compliance, Ascential Events shall have the right to disqualify the relevant entry and / or impose any other penalty specified in the Rules.
2. Where Ascential Events deems that any Entrant Companies have deliberately and knowingly contravened the Rules, Ascential Events can bar those Entrant Companies from entering the Festival for any period of time as deemed appropriate by Ascential Events in its absolute discretion.
3. Ascential Events' decisions in all matters relating to the Festival (including in relation to determining an Entrant Company's non-compliance with the Rules) shall be final and binding.

COMPLAINTS PROCEDURE

1. In the event of a complaint regarding any winning or shortlisted entry or the award of a Special Award, Ascential Events may, at its discretion, choose to conduct an investigation into the complaint. If Ascential Events chooses to conduct an investigation into any complaint, Entrant Companies must cooperate fully with Ascential Events in relation to that investigation, including by providing Ascential Events any requested information.
2. If Ascential Events upholds the complaint, so as to find that the winning or shortlisting of any entry was unfair or incorrect, Ascential Events shall withdraw the relevant entry or award, if applicable.

FESTIVAL CONTRACT TERMS & CONDITIONS

MISCELLANEOUS

1. In the event of a win, any duties, fees and charges accrued from the transporting of the trophy, will be covered by the recipient, not Ascential Events.
2. The Dubai Lynx trophy is the intellectual property, including copyright, design rights and trademark rights, of Ascential Events Limited. Ascential Events have the exclusive right to and not limited to, reproduce, manufacture, copy, and sell the Dubai Lynx trophy in any size or medium, and to distribute or exploit the design of the Dubai Lynx trophy or reproductions of same by gift, sale, re-sale or licence. No reproduction, replica or other copy of Dubai Lynx trophy may be made or used by any manufacturer, advertiser, organisation or individual except in accordance with these terms unless you have the prior express written consent or a license from Ascential Events.
3. All Entries and their subsequent feature, display, exhibition or presentation by Ascential Events should be considered for the purpose of criticism and review only and does not constitute any recommendation, endorsement or promotion of the products or services featured therein by Ascential Events, any of its affiliates, or otherwise. Subsequent features, displays, exhibitions or presentations do not represent the views or opinions of Ascential Events or its affiliates.
4. Ascential Events and its affiliates do not accept any liability of any kind in respect of any feature, display, exhibition or presentation or any product or service referred to in any future feature, display, exhibition or presentation.

ENTIRE AGREEMENT

1. Each Entrant Company acknowledges and agrees that the Rules constitute the entire and only agreement between the Entrant Company and Ascential Events. No Entrant Company has relied upon, nor has been given by Ascential Events, any warranty, representation, statement, assurance, covenant, agreement, undertaking, indemnity or commitment of any nature whatsoever other than as expressly set out in the Rules.

VARIATION

1. Ascential Events has the right unilaterally to vary the Rules, in which case such variation will take effect from the date of publication on the following website: www.dubailynx.com

INVALIDITY

1. If any provision of the Rules is or becomes invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of any other provision shall not be affected or impaired in any way.

LIABILITY

1. Ascential Events does not accept any responsibility for any damage, loss injury or disappointment suffered by any Entrant Company.
2. Ascential Events' liability to any Entrant Company, whether in contract or tort (including negligence), shall be limited to the amount of the Entry Fee. For the avoidance of doubt, Ascential Events shall not be liable to any Entrant Company for any indirect, consequential or special loss arising out of, or in connection with, the Rules, their Entry or their participation in the Festival nor for any loss of profits or business (save that nothing shall exclude Ascential Events' liability for death or personal injury as a result of its negligence).

FESTIVAL CONTRACT TERMS & CONDITIONS

GOVERNING LAW AND JURISDICTION

1. The Rules shall be governed by and construed according to English law and the parties submit to the exclusive jurisdiction of the English courts.
2. In the event of any dispute, controversy or claim between an Entrant Company and Ascential Events, arising out of or relating to the Rules, including without limitation regarding its existence, validity or termination (a "Dispute"), the parties shall first seek settlement of that Dispute in accordance with the following procedure:
 - a. any party alleging a Dispute shall send to the other party a written notice setting out the material particulars of the Dispute ("Notice of Dispute"), which must state that it is sent pursuant to this Clause; and
 - b. thereafter, the parties shall use reasonable endeavours to resolve the Dispute by good faith negotiations between them for a period of four weeks from the date that the Notice of Dispute has been deemed to have been duly served.
3. In the event that the parties cannot settle the Dispute in accordance with paragraph 2 above (and within the time period stipulated under paragraph 2 (b), the Dispute shall be referred to and finally resolved by mediation under CEDR or the parties may mutually agree to arbitration under the LCIA Rules, which LCIA Rules are deemed to be incorporated by reference into this clause. The number of arbitrators shall be one. The seat, or legal place, of arbitration shall be London and the language of the arbitration shall be English.

REFUNDS/CANCELLATIONS POLICY

These refunds and cancellation terms form part of the Festival Terms and Conditions and your contract.

Entrant withdraws on or before 16 February 2018 – receiving a refund

An Entrant may withdraw their Entries on or before 16 February 2018 for any reason and be eligible for a refund of the entry fee paid less a processing fee of £100.

Entrant withdraws after 16 February 2018 – not receiving a refund

An Entrant may withdraw their entries after 16 February 2018 but will not be eligible for a refund.

1. INTRODUCTION

- 1.1 These Refunds and Cancellation Terms govern the circumstances in which an Entrant Company may withdraw its participation from the Festival.
- 1.2 Definitions used in these terms can be found [here](#).

2. HOW TO WITHDRAW ENTRIES?

- 2.1 Entrant Companies may notify Ascential Events of their desire to withdraw their Entries by the following methods only:
 - a) by email to awards@dubailynx.com
 - b) through your account at www.dubailynx.com
- 2.2 Ascential Events reserves the right to disregard any other form of notification of an Entrant Company's desire to withdraw its Entries.

3. ENTRANT COMPANY WITHDRAWALS BEFORE 16 FEBRUARY 2018 – REFUND OF ENTRY FEE

- 3.1 If an Entrant Company withdraws their entries before 16 February 2018 for any reason, Ascential Events will refund that Entrant Company, after the Dubai Lynx 2018 festival on receipt of a refund request to finance@dubailynx.com, the Entry Fee paid less a processing fee of £100.
- 3.2 For the avoidance of doubt, if Ascential Events withdraws the Entry before 16 February 2018 for any of the reasons set out in Section 6 of this Refunds/Cancellation Policy, the Entrant Company will not receive any refund.

4. ENTRANT COMPANY WITHDRAWALS AFTER 16 FEBRUARY 2018 – NO REFUND OF ENTRY FEE

- 4.1 If an Entrant Company withdraws their Entries after 16 February 2018, the Entrant Company will not receive any refund of the Entry Fee for any reason whatsoever.

REFUNDS/CANCELLATIONS POLICY

5. CHANGES TO CATEGORY / SECTION

- 5.1 Entrant Companies may request to change the Category or Section of the Dubai Lynx Awards that their Entry has been entered into.
- 5.2. In the event that an Entrant Company requests a change of Category or Section, the Entrant Company will:
- not be eligible for any refund in respect of any price difference between Entry Fees payable for the original Category or Section and the new Category or Section. However, any price difference will be credited to that Entrant Company for use against payment for Entry Fees for other Entries in the same year's Dubai Lynx Awards;
 - be required to pay any additional amount in respect of any price difference between Entry Fees payable for the original Category or Section and the new Category or Section.
- 5.3 If Ascential Events notify an Entrant Company that they have entered a piece of work into the same Category or Section of the Dubai Lynx Awards more times than permitted (please check each Category or Section for details), the Entrant Company will not be eligible to receive any refund. However, the Entrant Company will be able to use the funds paid for those Entry Fees to: (i) move the work to another Category or Section, (ii) to enter a new piece of work in its place, (iii) against payment for Entry Fees for other Entries in the same year's Dubai Lynx Awards, or (iiii) against payment for Entry Fees for other Entries in next year's Dubai Lynx Awards if notified by Ascential Events after the 8 February 2018.

6. REMOVALS BY ASCENTIAL EVENTS – NO REFUND

- 6.1. Entrant Companies must comply with the Rules in full. Ascential Events will not provide any refund to any Entrant Company whose Entry fails to comply with the Rules (including, for the avoidance of doubt, the rules which set out the conditions for eligibility for an Entry).
- 6.2 Ascential Events will not give any refunds where an Entry is ineligible and is therefore removed by Ascential Events, including by reason of:
- the work having aired outside of the eligibility dates;
 - the work having never aired publically;
 - the work having been entered into any previous year's Dubai Lynx Awards;
 - the work having as its subject matter product/work which is a prototype/not commercially available;
 - the Entrant Company having failed to receive permission from the relevant client before submission of the Entries;
 - lack of authorisation to enter the work; or
 - the work having been created by agencies outside the *MENA region to run only outside the *MENA region.
- *The full list of eligible MENA countries is available [here](#).
- 6.3 Ascential Events may remove an Entry without any refund to the Entrant Company if:
- Ascential Events deems, in its absolute discretion, the Entry to be offensive or culturally insensitive;
 - the work which constitutes the Entry was banned or withdrawn from airing;
 - the Entry is missing required media/results/information and the Entrant Company refuses to provide the information within a reasonable period of time (where reasonable period of time is to be determined in Ascential Events's absolute discretion).

REFUNDS/CANCELLATIONS POLICY

7. WITHDRAWALS WHICH WILL RECEIVE A CREDIT FOR DUBAI LYNX AWARDS 2019

- 7.1. In the event that Ascential Events receives two Entries in the same Category or Section of the Dubai Lynx Awards from different Entrant Companies (e.g. if a Production Company enters the same piece of work that an Agency has already submitted), the Entry Fee paid by the second Entrant Company (i.e. the Entrant Company which submitted its Entry later in time) may be used by that Entrant Company to: (i) move the work to another Section or Category, (ii) enter a new piece of work in its place or (iii) receive credit note for the Dubai Lynx Awards 2019.

OFFICIAL POLICY ON INELIGIBLE AND “SCAM” ENTRIES

1. INTRODUCTION

- 1.1 The Dubai Lynx Award represents the best in creative vision and achievement and we continually strive to protect the spirit and purity of the Dubai Lynx Award.
- 1.2 The issue of “scam” and ineligible work is an important one which Ascential Events as organiser and administrator of the Festival, takes very seriously.
- 1.3 The role of the Dubai Lynx Festival is to set the benchmark for creativity in communications, to celebrate creativity and to reward the industry for outstanding creative work. The best way to prove that creativity is a force for business, for change and for good in the world is to ensure that "scam" and ineligible work is removed from the Festival.
- 1.4 The Festival does not accept ineligible or "scam" entries. Ascential Event's official policy, as set out here, forms part of the Rules which govern participation in and entry into the Festival. Entrant Companies must comply with the Official Policy and all other Rules. Unless otherwise stated, capitalised terms in the Official Policy shall have the meaning set out in Definitions (which can be found [here](#)).

2. WHAT IS “SCAM”?

- 2.1 Ascential Events has absolute discretion to determine whether any Entry constitutes a "scam"
- 2.2 Where Ascential Events, in its absolute discretion, determines that any Entry is a "scam", that Entry shall not be eligible for entry into the Festival.
- 2.3 For the avoidance of doubt, not all ineligible (or withdrawn) Entries can be considered “scam” entries.

3. WHAT IS ELIGIBLE WORK?

- 3.1 In order for a piece of work to be eligible for entry into the Festival, the Entrant Company must be able to satisfy the following five conditions:
 - I. The work must have been created within the context of a normal paying contract with a client, except in the case of self-promotion and non-profit organisations. In the case of non-profit organisations, the client must have approved the media implementation and production; and
 - II. The work must not be speculative and conceptual in nature; and
 - III. The work must be submitted exactly as published, aired or implemented and must not be modified for entry into the Festival; and
 - IV. The work was approved and paid for by the client, except in the case of charity work; and
 - V. The work was run using media space paid for by the client, except in the case of charity work.
- 3.2 Entries will be deemed ineligible, and Ascential Events will therefore withdraw them from the Festival, if they breach any of the Rules for Entering (which can be found [here](#)) or fail to comply with any of the five conditions set out at paragraph 3.1 above.

DUBAI LYNX: OFFICIAL POLICY ON INELIGIBLE AND “SCAM” ENTRIES

4. HOW DO WE CHECK THIS?

- 4.1 Entrant Companies must include, with each Entry, full client details, including name, position and full contact details. Further, a senior officer from the Entrant Company (for example, the CD, CEO or Chairman) must authorise the Entry.
- 4.2 Ascential Events reserves the right to make its own checks that: (i) the Entry's purported client is legitimate and (ii) that the product featured in the Entry corresponds with the client's portfolio.
- 4.3 Further, during the Dubai Lynx Award judging process, judges are able to raise queries with Ascential Events (including with respect to as media schedules or client authorisation). Entrant Companies must provide Ascential Events with any information requested in this respect.

5. WHAT HAPPENS TO INELIGIBLE OR "SCAM" ENTRIES?

- 5.1 If a piece of work or Entry comes into question, Ascential Events will request clarification or further information from the relevant Entrant Company.
- 5.2 If the Entrant Company does not provide the requested information, or if, in Ascential Event's absolute discretion, Ascential Events determines that the Entrant Company has not provided adequate information, Ascential Events will withdraw the Entry or Award (as applicable).
- 5.3 Where Ascential Events determines that a "scam" or ineligible Entry has been submitted to the Festival, Ascential Events may, in its absolute discretion, ban any or all of those individuals named on the relevant Entry's credit list from making further submissions to the Festival (for any period of time that Ascential Events determines appropriate).
- 5.4 Ascential Events will determine the appropriate length and nature of the ban based on the seriousness of the case involved. Not all situations are the same and each case will be dealt with on its own merits.

RULES FOR SPECIAL AWARDS

Compliance with the Rules is a mandatory condition for entry into the Dubai Lynx Special Awards. In the complete discretion of Ascential Events, any non-compliance with the Rules may result in disqualification or any other breach-specific penalty specified in the Rules.

CHANGES IN 2018

Certain changes to the Rules have been made. It is the responsibility of every Entrant Company to read all of the Rules, including these Rules for Special Awards carefully.

To assist Entrant Companies in their navigation of the Rules, a set of "**Guiding Principles**" has been prepared. The Guiding Principles, which are set out further below, indicate the spirit in which the Rules will be interpreted and in which they will be applied. Where Ascential Events determines, in its sole discretion, that any Entrant Company has not behaved in accordance with the Guiding Principles, it may direct the Entrant Company to modify or remedy its behaviour (even where such behaviour is not an express breach of any particular rule), and any failure by that Entrant Company to modify or remedy its behaviour may lead to disqualification.

Without prejudice to the onus on every Entrant Company to comply with all of the Rules, Entrant Companies should note the hard deadline of **5pm GMT on Tuesday 6th March 2018 ("Final Data Deadline")** for: (i) providing information regarding ownership and/or affiliation of Agencies and Companies (in accordance with the relevant Affiliation Test or Ownership Test) for the purposes of calculations for Special Awards and (ii) requesting any amendments to the credits in the Published Data.

GUIDING PRINCIPLES

The following Guiding Principles indicate the spirit in which the Rules should be interpreted, and the Dubai Lynx Special Awards entered into:

1. **Fairness and Integrity.** Entrant Companies and Ascential Events must act fairly in their application of the Rules, without seeking to exploit the Rules to the unfair advantage, or disadvantage, of any given Company. Entrant Companies must not undertake any activities which would bring the fairness of the Dubai Lynx Special Awards into disrepute (including by collusion with any other Company for the maximisation of points).
2. **Transparency and Accuracy.** Both Entrant Companies and Ascential Events should provide information to each other in a full, frank, and open manner, so as to maintain the transparency and accuracy of the Dubai Lynx Special Awards.
3. **Ownership and Responsibility.** Representatives have a special role to play in ensuring the accuracy of information provided by Entrant Companies for the calculation of the Dubai Lynx Special Awards. Representatives must take full ownership of, and responsibility for, submitting only that information which they believe is accurate.
4. **Good Faith and Co-Operation.** Ascential Events, will carry out the administration of the Dubai Lynx Special Awards in accordance with the Rules, using its discretion where necessary and in good faith, and relying on the information it receives from Entrant Companies and / or their Representatives. In turn, all Entrant Companies and Representatives should cooperate in good faith with Ascential Events, including by providing information by the deadlines set in the Rules.

RULES FOR DUBAI LYNX SPECIAL AWARDS

1. INTRODUCTION

- 1.1 Special Awards are awards that are won by the calculation of points rather than awarded by a jury. Points accrue upon Entries winning or being shortlisted for Dubai Lynx Awards in the Dubai Lynx Awards and as further specified in these Rules for Special Awards.
- 1.2 The Rules for Special Awards comprise of (i) rules of general application to all Special Awards, which are set out in this section and (ii) specific rules for each Special Award (the "Award Specific Rules") (which together constitute the Rules for Special Awards).
- 1.3 The Special Awards, to each of which Award Specific Rules apply, are as follows:
 - 1.3.1 Network of the Year Award
 - 1.3.2 Agency of the Year Award
 - 1.3.3 Media Network of the Year Award
 - 1.3.4 Independent Agency of the Year Award
 - 1.3.5 Dubai Lynx Golden Palm Award
- 1.4 The entry into, and awarding of, the Dubai Lynx Special Awards is governed by the Rules (as defined in paragraph 2 below). In the event of any discrepancy between any of the Rules which govern the Dubai Lynx Special Awards, the order of precedence shall be as follows:
 - 1.4.1 The Rules for Special Awards (with the rules of general application taking precedence over the Award Specific Rules);
 - 1.4.2 Quick Guidance for Entering;
 - 1.4.3 The Festival Terms and Conditions; and
 - 1.4.4 The Official Policy on Ineligible and "Scam" Entries.
- 1.5 During the Dubai Lynx Awards, certain Entries will be shortlisted for, or win Dubai Lynx Awards. Those Companies which are shortlisted for, or win, Dubai Lynx Awards, will be credited points which will count for all Dubai Lynx Special Awards, within the Dubai Lynx Special Awards, for which those Companies are eligible. For example, points from shortlisted or winning Entries from:
 - 1.5.1 Media Agencies will automatically contribute to the Media Network of the Year Award when credited in the Media Placement Role within the Media Categories;
 - 1.5.2 Production Companies credited in Film, Film Craft, Entertainment (Section A), Interactive, Mobile & Digital Craft will automatically contribute to the Dubai Lynx Golden Palm Award. Productions Companies credited in the Film, Film Craft, Mobile, Digital, Branded Content and Digital Craft Mediums within Healthcare Dubai Lynx Awards will also automatically contribute to the Dubai Lynx Golden Palm Award.

RULES FOR DUBAI LYNX SPECIAL AWARDS

2. VALIDATION PROCESS AND PROCEDURE FOR SPECIAL AWARDS

- 2.1 Entries into the Festival must relate to work released, launched, released, published or aired during the Relevant Period.
- 2.2 Entrant Companies must declare, at the time of entry into the Festival, which, if any, Network, Healthcare Network, Media Network and / or Holding Company each credited Company is Owned by or Affiliated with.
- 2.3 All Entrant Companies are required to make due and careful enquiry of their legal counsel, company secretary, or Chief Financial Officer to establish Ownership and / or Affiliation, in accordance with the applicable **Ownership and/or Affiliation Tests** (as defined in the Definitions [here](#)).

Tuesday 20th February 2018 to 5pm GMT, Tuesday 6th February 2018

- 2.3.1 On Tuesday 20th February 2018 Ascential Events will make available online to all Representatives the full list of all Companies credited to 2018 Dubai Lynx Awards (the "**Published Data**").
- 2.3.2 Representatives may submit to Ascential Events any comments, corrections, or challenges to the Published Data. Such submissions will not be considered by Ascential Events unless they are accompanied by appropriate evidence (whether through invoices, terms and conditions, contracts, or website branding).
- 2.3.3 Ascential Events may, in exceptional circumstances (and at Ascential Events' sole discretion), stipulate an extension to the Final Data Deadline for a given Representative if strictly necessary to uphold the Guiding Principles. For the avoidance of doubt, Ascential Events will not consider the disadvantage of the Representative's represented entity in itself an exceptional circumstance.
- 2.4 After the Final Data Deadline, all information regarding Companies will be considered 'locked in' and no further information or requests for amendments to Company Data will be considered for the purposes of calculations for Special Awards.
- 2.5 If a Company is not listed in the Published Data, and Ascential Events does not receive a request before the Final Data Deadline to include that Company in the Published Data, Ascential Events shall have no obligation to include that Company in calculations of the Special Awards.

RULES FOR DUBAI LYNX SPECIAL AWARDS

3. DISQUALIFICATION AND DISCRETION

- 3.1 It is incumbent on Entrant Companies to cooperate with Ascential Events and for all Representatives to provide Ascential Events with:
- 3.1.1 accurate information;
 - 3.1.2 sufficient evidence so as to enable Ascential Events to determine whether a Company is Affiliated with or Owned by a Network, Holding Company, Media Network and/or Healthcare Network. Examples of appropriate information may include contracts, ownership documents or change of branding on websites; and
- 3.2 Ascential Events will not be responsible for omissions or wrongful inclusions caused by it being provided with inaccurate or insufficient information.
- 3.3 Ascential Events shall have the right to disqualify at any time any Entrant Company which has submitted false, deliberately misleading or fraudulent information.
- 3.4 Ascential Events shall have absolute discretion in determining:
- 3.4.1 a Company's eligibility for a Special Award;
 - 3.4.2 whether a Company falls within a Network, Holding Company, Media Network and/or Healthcare Network;
 - 3.4.3 any ambiguity in the Rules, or any dispute regarding the interpretation of the Rules;
 - 3.4.4 whether an Entrant Company has submitted false, deliberately misleading or fraudulent information;
 - 3.4.5 whether any correction is necessary to ensure the accuracy and integrity of the Dubai Lynx Special Awards or Ascential Events' role in the same; and
 - 3.4.6 to make such amendment to the Rules as are necessary to add clarity or resolve any ambiguity.

4. CONFIDENTIALITY

- 4.1 Ascential Events will not divulge to any person, except to its professional representatives or advisers or as may be required by law or any legal or regulatory authority, any information received during the Validation Process or otherwise which is identified , at the time of provision, as confidential.
- 4.2. For the avoidance of doubt, if information is provided to Ascential Events without being identified as confidential, Ascential Events shall not treat that information as confidential.

AWARD SPECIFIC RULES FOR: NETWORK OF THE YEAR AWARD

1. OVERVIEW AND CRITERIA

- 1.1 The Network of the Year Special Award is given to the Network Parent Company of the Network whose members are the most successful overall for Entries in the Dubai Lynx Awards (in accordance with the below allocation of points).
- 1.2 If a Network is affiliated with a Health Network through trading or branding names, the Network will include the Health Network points in their total.
 - 1.2.1 For example any points accumulated by Ogilvy CommonHealth will be added to the Ogilvy & Mather Network points' total.
- 1.3 Members of a Network for the Network of the Year Award shall be those Companies which satisfy either:
 - 1.3.1 the Network Ownership Test; or
 - 1.3.2 the Network Affiliation Test.

2. POINTS

- 2.1 Members of a Network will be allocated the following number of points for each of the below specified Dubai Lynx Awards awarded in the Dubai Lynx Awards:
 - 12 points for a Creative Effectiveness Grand Prix
 - 10 points for all other Grand Prix, including Grand Prix for Good
 - 7 points for a Gold Dubai Lynx Award
 - 7 points for a Creative Effectiveness Dubai Lynx Award
 - 7 Points for an Innovation Dubai Lynx Award
 - 7 Points for a Glass Dubai Lynx Award
 - 5 points for a Silver Dubai Lynx Award
 - 3 points for a Bronze Dubai Lynx Award
 - 1 point for a shortlist position
- 2.2 Companies credited with an Idea Creation Role on all shortlisted or winning Dubai Lynx Awards are eligible to accrue points towards the Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network if the company satisfies the Network Ownership Test or the Network Affiliation Test.

3. CALCULATION

- 3.1 The winner of the Network of the Year Special Award will be the Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
- 3.2 The total is calculated by adding:
 - 3.2.1 the total points from Dubai Lynx Awards won by members of a Network; and
 - 3.2.2 the total points from the remaining shortlisted Entries of members of a Network save that a Network member's points will only count towards the Network's overall total if the Company in question was a Network member on the date that its award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
- 3.3 If an Entry is shortlisted and then goes on to win a Dubai Lynx Award, the shortlist point is no longer counted.

AWARD SPECIFIC RULES FOR: NETWORK OF THE YEAR AWARD

SHARED POINTS

- 3.4 If a shortlisted or winning Entry has been credited in the Media Placement Role to more than one Company:
 - 3.4.1 from the same Network, the full points awarded to the Entry will go to that Network;
 - 3.4.2 from different Networks, the points awarded to the Entry will be shared equally between both Networks (for example, if Agency A belonging to Network A wins a Gold Dubai Lynx Award co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and
 - 3.4.3 If one Company is not affiliated to a Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network) will count for the purposes of the Network of the Year Award and will be awarded to the relevant Network (for example, if Agency A belonging to Network A wins a Gold Dubai Lynx Award and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Network of the Year Award and will be given to Network A).
 - 3.4.4 In the event of a Mixed Ownership Company winning or being short-listed for a Dubai Lynx Award, the points which accrue by reason of that Dubai Lynx Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

CAMPAIGN POINTS

- 3.5 If a Campaign of Executions wins a Dubai Lynx Award, Entries will also be awarded Campaign Points.
- 3.6 In the case of a tie between Networks, the Campaign Points from a winning Campaign are valued higher than regular shortlist points.
- 3.7 Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4 part Campaign of Executions that wins a Silver Campaign Dubai Lynx Award, then Agency A will receive 2 points. (5 points for the Silver Dubai Lynx Award + 3 Campaign Points = 8 points divided by 4).

TOTAL TIED POINTS

- 3.8 In the case of a tie between Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
 - 3.8.1 The Network with the highest overall number of Dubai Lynx Awards is the winner. If there is still a tie between Networks, then;
 - 3.8.2 the Network with the highest number of highest ranking Dubai Lynx Awards is the winner. If there is still a tie between Networks, then;
 - 3.8.3 the Network with the most shortlist and Campaign Points is the winner.
- 3.9 The formula is applied in the following practical examples. In both examples, Network A beats Network B based on the number and rank of Dubai Lynx Awards won:

AWARD SPECIFIC RULES FOR: NETWORK OF THE YEAR AWARD

Example 1

Network A		Network B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
1 Silver Dubai Lynx Award	5 points	1 Silver Dubai Lynx Award	5 points
1 Shortlist	1 point	8 Shortlist	8 points
TOTAL:	20 points	TOTAL:	20 points

Example 2

Network A		Network B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
3 Bronze Dubai Lynx Awards	9 points	4 Silver Dubai Lynx Awards	20 points
6 Shortlist	6 point	2 Shortlist	2 points
TOTAL:	29 points	TOTAL:	29 points

AWARD SPECIFIC RULES FOR: MEDIA NETWORK OF THE YEAR AWARD

1. OVERVIEW AND CRITERIA

- 1.1 The Media Network of the Year Special Award is given to the Media Network Parent Company of the Media Network whose members are the most successful overall for Entries in the Media Dubai Lynx Awards (in accordance with the below allocation of points).
- 1.2 Members of a Media Network for the Media Network of the Year Award shall be those Companies which satisfy either:
 - 1.2.1 the Media Network Ownership Test; or
 - 1.2.2 the Media Network Affiliation Test.

2. POINTS

- 2.1 Members of a Network will be allocated the following number of points for each of the below specified Dubai Lynx Awards awarded in the Dubai Lynx Awards:
 - 10 points for a Grand Prix, including Grand Prix for Good
 - 7 points for a Gold Dubai Lynx Award
 - 5 points for a Silver Dubai Lynx Award
 - 3 points for a Bronze Dubai Lynx Award
 - 1 point for a shortlist position
- 2.2 Companies credited with an Media Placement Role on all shortlisted or winning Media Dubai Lynx Awards are eligible to accrue points towards the Media Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network if the company satisfies the Media Network Ownership Test or the Media Network Affiliation Test.

3. CALCULATION

- 3.1 The winner of the Media Network of the Year Special Award will be the Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
 - 3.2 The total is calculated by adding:
 - 3.2.1 the total points from Dubai Lynx Awards won by members of a Media Network; and
 - 3.2.2 the total points from the remaining shortlisted Entries of members of a Media Network save that a Media Network member's points will only count towards the Media Network's overall total if the Company in question was a Media Network member on the date that its award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
- 3.3 If an Entry is shortlisted and then goes on to win a Dubai Lynx Award, the shortlist point is no longer counted.

AWARD SPECIFIC RULES FOR: MEDIA NETWORK OF THE YEAR AWARD

SHARED POINTS

- 3.4 If a shortlisted or winning Entry has been credited in the Media Placement Role to more than one Company:
- 3.4.1 from the same Media Network, the full points awarded to the Entry will go to that Media Network;
 - 3.4.2 from different Media Networks, the points awarded to the Entry will be shared equally between both Media Networks (for example, if Agency A belonging to Media Network A wins a Gold Dubai Lynx Award co-credited with Agency B, which belongs to Media Network B, then the points will be shared equally between both Networks); and
 - 3.4.3 If one Company is not affiliated to a Media Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network) will count for the purposes of the Media Network of the Year Award and will be awarded to the relevant Media Network (for example, if Agency A belonging to Media Network A wins a Gold Dubai Lynx Award and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Media Network of the Year Award and will be given to Network A).
 - 3.4.4 In the event of a Mixed Ownership Company winning or being short-listed for a Dubai Lynx Award, the points which accrue by reason of that Dubai Lynx Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).

TOTAL TIED POINTS

- 3.5 In the case of a tie between Media Networks in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
- 3.5.1 The Media Network with the highest overall number of Dubai Lynx Awards is the winner. If there is still a tie between Media Networks, then;
 - 3.5.2 the Media Network with the highest number of highest ranking Dubai Lynx Awards is the winner. If there is still a tie between Media Networks, then;
 - 3.5.3 the Media Network with the most shortlist and Campaign Points is the winner.
- 3.6 The formula is applied in the following practical examples. In both examples, Media Network A beats Media Network B based on the number and rank of Dubai Lynx Awards won:

Example 1

Network A		Network B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
1 Silver Dubai Lynx Award	5 points	1 Silver Dubai Lynx Award	5 points
1 Shortlist	1 point	8 Shortlist	8 points
TOTAL:	20 points	TOTAL:	20 points

Example 2

Network A		Network B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
3 Bronze Dubai Lynx Awards	9 points	4 Silver Dubai Lynx Awards	20 points
6 Shortlist	6 point	2 Shortlist	2 points
TOTAL:	29 points	TOTAL:	29 points

AWARD SPECIFIC RULES FOR: AGENCY OF THE YEAR AWARD

1. OVERVIEW

- 1.1 The Agency of the Year Award is given to the Agency that obtains the most points overall for Entries in the Dubai Lynx Awards, according to the below allocation of points.

2. POINTS

- 2.1 The allocation of points used to calculate the Agency of the Year Award is as follows:
- 12 points for a Creative Effectiveness Grand Prix
 - 10 points for all other Grand Prix, including Grand Prix for Good
 - 7 points for a Gold Dubai Lynx Award
 - 7 points for a Creative Effectiveness Dubai Lynx Award
 - 7 Points for an Innovation Dubai Lynx Award
 - 7 Points for a Glass Dubai Lynx Award
 - 5 points for a Silver Dubai Lynx Award
 - 3 points for a Bronze Dubai Lynx Award
 - 1 point for a shortlist position
- 2.2 Agency points contribute to the Agency of the Year Special Award; and also:
- 2.2.1 Independent Agency of the Year Special Award if the Agency is not part of a Network or Holding Company
- 2.3 Companies credited with an Idea Creation Role on all shortlisted or winning Dubai Lynx Awards are eligible to accrue points towards the Agency of the Year Special Award.

3. CALCULATION

- 3.1 The winner of the Agency of the Year Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.2 The total is calculated by adding:
- 3.2.1 the total points from Dubai Lynx Awards that have been awarded to Agencies; and
- 3.2.2 the total points from the remaining shortlisted Entries of Agencies.
- 3.3 If an Entry is shortlisted and then goes on to win a Dubai Lynx Award, the shortlist point is no longer counted.
- 3.4 The maximum number of points awarded to an Agency for shortlisted Entries is 10. This does not include Campaign Points, as these are linked to Campaigns of Execution that win a Dubai Lynx Award.

MULTIPLE ENTRIES

- 3.5 If the same Campaign or Execution is entered more than once within one Dubai Lynx Award and is shortlisted and/or wins more than one Dubai Lynx Award, only the points for the highest Dubai Lynx Award or the highest points scoring Campaign of Executions are counted.
- 3.6 For example, if a Campaign wins a Dubai Lynx Award and the same Campaign also wins within that Dubai Lynx Award, only the highest scoring Dubai Lynx Award counts. This rule is applied only within each Dubai Lynx Award; that is, if a Campaign wins a Silver Dubai Lynx Award and a Gold Dubai Lynx Award in Direct Dubai Lynx Award, only the Gold points are counted. However, if the same Campaign wins a Silver Dubai Lynx Award in Direct Dubai Lynx Awards and a Gold Dubai Lynx Award in Promo & Activation Dubai Lynx Awards, both the Silver and Gold points are counted.
- 3.7 In Healthcare Dubai Lynx Awards, If the same Campaign or Execution is entered more than once within one Medium and is shortlisted and/or wins more than one Dubai Lynx Award, only the points for the highest Dubai Lynx Award or the highest points scoring Campaign of Executions are counted.

AWARD SPECIFIC RULES FOR: AGENCY OF THE YEAR AWARD

For the avoidance of doubt the Medium groupings within Healthcare are classed as:

- 3.7.1 Branded Content & Entertainment
- 3.7.2 Digital
- 3.7.3 Digital Craft
- 3.7.4 Direct, Promo & Activation & Events Experiential
- 3.7.5 Film
- 3.7.6 Film Craft
- 3.7.7 Integrated
- 3.7.8 Mobile
- 3.7.9 Print, Outdoor and Print & Poster Craft
- 3.7.10 PR
- 3.7.11 Radio & Audio (including all Radio Craft Mediums)
- 3.7.12 Use of Technology

SHARED POINTS

- 3.8 If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

CAMPAIGN POINTS

- 3.9 if a Campaign of Executions wins a Dubai Lynx Award, Entries will also be awarded Campaign Points.
- 3.10 In the case of a tie between Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
- 3.11 Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4 part Campaign of Executions that wins a Silver Campaign Dubai Lynx Award, then Agency A will receive 2 points. (5 points for the Silver Dubai Lynx Awards + 3 Campaign Points = 8 points divided by 4).

TOTAL TIED POINTS

- 3.12 In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
 - 3.12.1 The Agency with the highest overall number of Dubai Lynx Awards, excluding the shortlist points and Campaign Points, is the winner. If there is still a tie between Agencies, then;
 - 3.12.2 The Agency with the highest number of highest ranking Dubai Lynx Awards is the winner. If there is still a tie between Agencies, then;
 - 3.12.3 The Agency with the most points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Agencies, then;
 - 3.12.4 The Agency with the highest overall number of Dubai Lynx Awards, including the shortlist points and Campaign Points, is the winner. If there is still a tie between Agencies, then;
 - 3.12.5 The Agency with the most shortlist points and Campaign Points, disregarding the cap of 10, is the winner.
- 3.13 The formula is applied in the following practical examples. In both examples, Agency A beats Agency B based on the number and rank of Dubai Lynx Awards won:

AWARD SPECIFIC RULES FOR: AGENCY OF THE YEAR AWARD

Example 1

Agency A		Agency B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
1 Silver Dubai Lynx Award	5 points	1 Silver Dubai Lynx Award	5 points
1 Shortlist	1 point	8 Shortlist	8 points
TOTAL:	20 points	TOTAL:	20 points

Example 2

Agency A		Agency B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
3 Bronze Dubai Lynx Awards	9 points	4 Silver Dubai Lynx Awards	20 points
6 Shortlist	6 point	2 Shortlist	2 points
TOTAL:	29 points	TOTAL:	29 points

AWARD SPECIFIC RULES FOR: INDEPENDENT AGENCY OF THE YEAR AWARD

1. OVERVIEW

1.1 The Independent Agency of the Year award is given to the Independent Agency that obtains the most points overall for Entries in the Dubai Lynx Awards, according to the below allocation of points.

2. POINTS

2.1 The allocation of points used to calculate the Independent Agency of the Year Special Award is as follows:

- 2 points for a Creative Effectiveness Grand Prix
- 10 points for all other Grand Prix, including Grand Prix for Good
- 7 points for a Gold Dubai Lynx Award
- 7 points for a Creative Effectiveness Dubai Lynx Award
- 7 Points for an Innovation Dubai Lynx Award
- 7 Points for a Glass Dubai Lynx Award
- 5 points for a Silver Dubai Lynx Award
- 3 points for a Bronze Dubai Lynx Award
- 1 point for a shortlist position

2.2 Independent Agency points contribute to the Independent Agency of the Year Special Award and also:

2.2.1 The Agency of the Year Special Award

2.3 Companies credited with an Idea Creation Role on all shortlisted or winning Dubai Lynx Awards are eligible to accrue points towards the Independent Agency of the Year Special Award. Only independent agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the Independent Agency of the Year Special Award.

3. CALCULATION

3.1 The winner of the Independent Agency of the Year Special Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.

3.2 The total is calculated by adding:

3.2.1 the total points from Dubai Lynx Awards that have been won by Independent Agencies; and

3.2.2 the total points from the remaining shortlisted Entries of Independent Agencies.

3.3 If an Entry is shortlisted and then goes on to win a Dubai Lynx Award, the shortlist point is no longer counted.

SHARED POINTS

3.4 If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for Independent Agency of the Year Special Award.

3.5 If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the Independent Agency of the Year Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Dubai Lynx Award and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the Independent Agency of the Year Special Award and will be given to Independent Agency A).

AWARD SPECIFIC RULES FOR: INDEPENDENT AGENCY OF THE YEAR AWARD

CAMPAIGN POINTS

- 3.6 If a Campaign of Executions wins a Dubai Lynx Award, Entries will also be awarded Campaign Points.
- 3.7 In the case of a tie between Independent Agencies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.
- 3.8 Where different Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4 part Campaign of Executions that wins a Silver Campaign Dubai Lynx Award then Agency A will receive 2 points. (5 points for the Silver Dubai Lynx Award + 3 Campaign Points = 8 points divided by 4).

TOTAL TIED POINTS

- 3.9 In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
 - 3.9.1 the Independent Agency with the highest overall number of Dubai Lynx Awards, excluding the shortlist points and Campaign Points, is the winner. If there is still a tie between Independent Agencies, then;
 - 3.9.2 the Independent Agency with the highest number of highest ranking Dubai Lynx Awards is the winner. If there is still a tie between Independent Agencies, then;
 - 3.9.3 the Independent Agency with the most entry points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Independent Agencies, then;
 - 3.9.4 the Independent Agency with the most shortlist [and Campaign] Points is the winner
 - 3.9.5 the Independent Agency with the highest overall number of Dubai Lynx Awards, including the shortlist points and Campaign Points, is the winner. If there is still a tie between Independent Agencies, then
 - 3.9.6 the Independent Agency with the most shortlist points and Campaign Points, disregarding the cap of 10, is the winner.
- 3.10 The formula is applied in the following practical examples. In both examples, Independent Agency A beats Independent Agency B based on the number and rank of Dubai Lynx Awards won:

Example 1

Independent Agency A		Independent Agency B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
1 Silver Dubai Lynx Award	5 points	1 Silver Dubai Lynx Award	5 points
1 Shortlist	1 point	8 Shortlist	8 points
TOTAL:	20 points	TOTAL:	20 points

Example 2

Independent Agency A		Independent Agency B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
3 Bronze Dubai Lynx Awards	9 points	4 Silver Dubai Lynx Awards	20 points
6 Shortlist	6 point	2 Shortlist	2 points
TOTAL:	29 points	TOTAL:	29 points

AWARD SPECIFIC RULES FOR: DUBAI LYNX GOLDEN PALM AWARD

1. OVERVIEW

- 1.1 The Dubai Lynx Golden Palm Award honours the Production Company that obtains the most points overall for Entries in the Film, Film Craft, Interactive, Mobile, Digital Craft and Entertainment (Section A) Dubai Lynx Awards as well as Film, Film Craft, Digital, Mobile, Digital Craft and Branded Content Mediums in Healthcare Dubai Lynx Awards in the Dubai Lynx Awards according to the below allocation of points.
- 1.2 If a Production Company has more than one office in a country, Entries from all offices within that country are considered separate Production Companies unless their names are exactly the same (in which case they are considered the same Production Company). Sister and satellite Companies with different names are considered to be separate Production Companies.

2. POINTS

- 2.1 The allocation of points used to calculate the Dubai Lynx Golden Palm Award is as follows:
 - 10 points for a Grand Prix, including Grand Prix for Good
 - 7 points for a Gold Dubai Lynx Award
 - 5 points for a Silver Dubai Lynx Award
 - 3 points for a Bronze Dubai Lynx Award
 - 1 point for a shortlist position
- 2.2 Production Companies credited in Film, Film Craft, Entertainment (Section A), Interactive, Mobile & Digital Craft will automatically contribute to the Dubai Lynx Golden Palm Award. Productions Companies credited in the Film, Film Craft, Mobile, Digital, Branded Content and Digital Craft Mediums within Healthcare Dubai Lynx Awards will also automatically contribute to the Dubai Lynx Golden Palm Award.

3. CALCULATION

- 3.1 The winner of the Dubai Lynx Golden Palm Award will be the Production Company that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
- 3.2 The total is calculated by adding:
 - 3.2.1 the total points from Dubai Lynx Awards that have been won by Production Companies; and
 - 3.2.2 the total points from the remaining shortlisted Entries of Production Companies.
- 3.3 If an Entry is shortlisted and then goes on to win a Dubai Lynx Award, the shortlist point is no longer counted.
- 3.4 The maximum number of points awarded to a Production Company for shortlisted Entries is 10. This does not include Campaign Points, as these are linked to Campaigns of Execution that win a Dubai Lynx Award.

MULTIPLE ENTRIES

- 3.5 If the same Campaign or Execution is entered more than once within one Dubai Lynx Award and is shortlisted and/or wins more than one Dubai Lynx Award, only the points for the highest Dubai Lynx Award or the highest points scoring Campaign of Executions Award are counted.
- 3.6 For example, if a Campaign wins a Dubai Lynx Award and the same Campaign also wins within that Dubai Lynx Award, only the highest scoring Dubai Lynx Award counts. This rule is applied only within each Dubai Lynx Award; that is, if a Campaign wins a Silver Dubai Lynx Award and a Gold Dubai Lynx Award in Film Dubai Lynx Awards, only the Gold points are counted. However, if the same Campaign wins a Silver Dubai Lynx Award in Film Dubai Lynx Awards and a Gold Dubai Lynx Award in Interactive Dubai Lynx Awards, both the Silver and Gold points are counted.

AWARD SPECIFIC RULES FOR: DUBAI LYNX GOLDEN PALM AWARD

3.7 In Healthcare, if the same Campaign or Execution is entered more than once within one Medium and is shortlisted and/or wins more than one Dubai Lynx Award, only the points for the highest Dubai Lynx Award or the highest points scoring Campaign of Executions are counted. For the avoidance of doubt the Medium groupings for the purpose of the Dubai Lynx Golden Palm Award Calculations within Healthcare Dubai Lynx Awards are classed as:

3.7.1 Branded Content

3.7.2 Digital

3.7.3 Digital Craft

3.7.4 Film

3.7.5 Film Craft

3.7.6 Mobile

SHARED POINTS

3.8 If a shortlisted or winning Entry has been credited to more than one Production Company the points awarded to the Entry will be divided equally among the Companies credited.

CAMPAIGN POINTS

3.9 If a Campaign of Executions wins a Dubai Lynx Award, Entries will also be awarded Campaign Points.

3.10 Shortlist points awarded to Campaign Entries that win a Dubai Lynx Award will be converted into Campaign Points and will still be counted towards the Dubai Lynx Golden Palm Award Special Award total.

3.11 In the case of a tie between Productions Companies, the Campaign Points from the winning Campaign are valued higher than regular shortlist points.

3.12 Where different Production Companies have been credited to separate Executions of an awarded Campaign of Executions, the points will be divided pro rata. For example, if Agency A is credited with only 1 Execution of a 4 part Campaign of Executions that wins a Silver Campaign Dubai Lynx Award, then Agency A will receive 2 points. (5 points for the Silver Dubai Lynx Award + 3 Campaign Points = 8 points divided by 4).

TOTAL TIED POINTS

3.13 In the case of a tie between the total number of points won by Production Companies, the winner will be determined in accordance with the following formula:

3.13.1 The Production Company with the highest overall number of Dubai Lynx Awards, excluding the shortlist points and Campaign points, is the winner. If there is still a tie between Production Companies, then;

3.13.2 the Production Company with the highest number of highest ranking Dubai Lynx Awards is the winner. If there is still a tie between Production Companies, then;

3.13.3 the Production Company with the most Entry points, taking into consideration all duplicated Entries is the winner. If there is still a tie between Production Companies, then;

3.13.4 The Production Company with the highest overall number of Dubai Lynx Awards, including the shortlist and Campaign Points is the winner. If there is still a tie between Production Companies, then;

3.13.5 The Production Company with the most shortlist and Campaign Points, disregarding the cap of 10, is the winner.

3.14 The formula is applied in the following practical examples. In both examples, Production Company A beats Production Company B based on the number and rank of Dubai Lynx Awards won:

AWARD SPECIFIC RULES FOR: DUBAI LYNX GOLDEN PALM AWARD

Example 1

Production Company A		Production Company B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
1 Silver Dubai Lynx Award	5 points	1 Silver Dubai Lynx Award	5 points
1 Shortlist	1 point	8 Shortlist	8 points
TOTAL:	20 points	TOTAL:	20 points

Example 2

Production Company A		Production Company B	
2 Gold Dubai Lynx Awards	14 points	1 Gold Dubai Lynx Award	7 points
3 Bronze Dubai Lynx Awards	9 points	4 Silver Dubai Lynx Awards	20 points
6 Shortlist	6 point	2 Shortlist	2 points
TOTAL:	29 points	TOTAL:	29 points

DEFINITIONS

Unless otherwise stated, capitalised terms in the Rules shall have the meaning set out below. Terms in the singular shall include the plural, and vice versa.:

Ascential Events shall mean Ascential Events (Europe) Limited, company number 7814172, whose registered address is at The Prow, 1 Wilder Walk, London W1B 5AP, the entity which, in its sole discretion, administers the Festival.

Categories shall mean the constituent categories within each section of the Festival.

Dubai Lynx Awards shall mean those awards which are determined by jury, and awarded during the Festival.

Dubai Lynx Special Awards shall mean the awards that are won by the calculation of points rather than awarded by a jury. The method of calculation of points is specified in these Rules for Special Awards.

Entrant Company shall mean the Company that submits an entry for consideration in the Festival. In the event that an entry is shortlisted for, or wins, a Dubai Lynx Award, the Entrant Company is the entity which receives any trophies or certificates awarded in the Dubai Lynx Awards. However, the Entrant Company will not receive any points towards Special Awards unless they are also credited in one of the point-winning fields in the entry form. The point-winning fields are as follows: Idea Creation, Media Placement, and Production.

Entry shall mean the work submitted by an Entrant Company for consideration in the Festival;

Entries Payment Form the online Entry form required for the submission process, Entries are only accepted once this online payment form has been completed.

Entry Fee shall mean the amount paid by an Entrant Company to Ascential Events, at the time of entry into the Festival and submission of the Entries Payment Form;

Festival shall mean the Dubai Lynx Festival, comprising both of the Special Awards and the Dubai Lynx Awards.

Festival Purposes shall have the meaning given to it in the Festival Terms and Conditions.

Festival Terms and Conditions shall mean the Festival Terms and Conditions.

MENA region, the MENA region is **Afghanistan, Algeria, Bahrain, Comoros, Djibouti, Egypt, Ghana, Jordan, Kuwait, Lebanon, Kenya, Libya, Mauritania, Morocco, Mozambique, Nigeria, Oman, Pakistan, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, Turkey, UAE, Westbank & Gaza, Western Sahara, Yemen.**

DEFINITIONS

Rules shall mean:

- a. Quick Guidance for Entering Work;
- b. The Festival Terms and Conditions;
- c. The Refunds/Cancellations Policy;
- d. The Official Policy;
- e. The Rules for Dubai Lynx Special Awards,
- f. The Award Specific Rules for each Dubai Lynx Award (as applicable);
- g. These definitions; all as amended from time to time and published on www.dubailynx.com

Restriction shall mean those limits on Ascential Events' exercise of the Festival Purposes in relation to a specific Entry, as notified to Ascential Events by that Entrant Company.

1. SPECIAL AWARDS DEFINITIONS

The following words and expressions have the following meanings in the Rules:

Additional Company shall mean a single office of any company credited within an entry as having held a non-Significant role in relation to that entry, which does not attract any points towards any Special Awards.

Additional Company Role shall mean any Company who contributed a non-Significant Role in relation to that entry.

Affiliated shall mean a Company that satisfies the applicable Affiliation Test, in relation to the relevant Special Award for which it is eligible.

Affiliation Test shall mean one of the Healthcare Network Affiliation Test, the Media Network Affiliation Test or the Network Affiliation Test, together being the "Affiliation Tests".

Agency shall mean a single office of an advertising, communications, PR, Design or other agency that is a service based business dedicated to creating advertising and other forms of promotional marketing and communications in any media for its clients.

Award Specific Rules shall mean the specific rules for each Special Award, as contained in these Rules.

Campaign shall mean a coordinated series of linked, single or multi-channel executions with a single idea or theme.

Campaign of Executions shall mean a series of two or more executions of the same creative idea, advertising the same product/service, via the same medium.

Campaign Points shall mean those points which are awarded when a Campaign of Executions is awarded a Dubai Lynx Award. For the purpose of calculating Campaign Points, a Campaign of Executions as a whole will be considered as one award. The entry's shortlist Points will be converted into a combination of points attributable to winning the Dubai Lynx Award and Campaign Points corresponding to the number of Executions within the Campaign of Executions. For example, where a Campaign of Executions, featuring three Executions, wins a Gold Dubai Lynx Award, the Campaign of Executions will be awarded seven points for the Dubai Lynx Award, plus two Campaign Points for the remaining Executions.

Category shall mean the constituent categories within each Section of the Dubai Lynx Awards e.g. A05. Wearable technology.

Company or **Companies** shall be the collective term for Agencies, Additional Companies and Production Companies (whether incorporated or not, and in any corporate form).

DEFINITIONS

Dubai Lynx Special Awards shall mean the awards that are won by the calculation of points rather than awarded by a jury. The method of calculation of points is specified in these Rules for Special Awards.

Entrant Company shall mean the Company that submits an Entry for consideration in the Festival. In the event that an Entry is shortlisted for, or wins, a Dubai Lynx Award, the Entrant Company is the entity which receives any trophies or certificates awarded in the Dubai Lynx Awards. However, the Entrant Company will not receive any points towards Special Awards unless they are also credited in one of the point-winning fields in the Entry form. The point-winning fields are as follows: Idea Creation Role, Media Placement Role, and Production Role.

Execution shall mean a specific advertisement or instance of branded communication e.g. a particular Coca-Cola TV spot, poster or branded event

Festival Terms and Conditions shall mean those terms and conditions which, together with the other Rules, govern entry into and participation in the Festival

Guiding Principles shall mean those principles set out in these Rules which indicate the spirit in which Dubai Lynx will interpret and apply all of the Rules.

Healthcare Agency shall mean an Agency where more than 50% of the Agency turnover is attributable to Health and Wellness, Pharma or RX clients, products, services or messages and/or those products, services or messages associated with these sectors.

Healthcare Network shall mean a group of Healthcare Agencies, Marketing Companies or Production Companies. For inclusion in a Healthcare Network an Agency or Company must satisfy the criteria for the Healthcare Network Affiliation or Healthcare Network Ownership test. Examples of Health Networks are considered but not limited to; CDM Group, DDB Health Group, FCB Health, Havas Health, Inventiv, McCann Health, Ogilvy CommonHealth, Publicis Health, Sudler & Hennessey, TBWA\Worldhealth.

Healthcare Network Affiliation Test shall be satisfied by Companies if they: (a) include the Healthcare Network's name in their trading name; or (b) are owned by an entity that shares the same name as the Network and demonstrate to Dubai Lynx's satisfaction use of this name in the ordinary course of business (for example, by reference to invoices, contracts, terms and conditions, or their websites).

Healthcare Network Ownership Test shall be satisfied by Companies if they are 51% or more owned by: (a) the Healthcare Network Parent Company; or (b) a subsidiary company of the Healthcare Network Parent Company which is itself 51% or more owned by the Health Network Parent Company.

DEFINITIONS

Healthcare Network Parent Company shall mean the parent company of the Healthcare Network.

Holding Company shall mean parent companies of networks, agencies & companies. For inclusion in a Holding Company an agency or Company must satisfy the criteria for the Holding Company Ownership Test. Examples of Holding Companies are considered but not limited to; BlueFocus Communication, Dentsu Group, Enero, Hakuhodo DY Holdings, Havas Worldwide, Interpublic Group, Omnicom, Publicis Groupe, WPP

Holding Company Ownership Test shall be satisfied by Companies if they are 20% or more owned by: (a) the Holding Company; or (b) a subsidiary company of the Holding Company which is itself 20% or more owned by the Holding Company.

Idea Creation Role shall mean any Company that was Significantly involved in the creation of the idea at the core of an Entry.

Independent Agency shall mean an Agency that is (a) majority (51% or more) owned by its management or independent shareholders; and (b) not associated with any Holding Company, Network. For the avoidance of doubt, Agencies that are not part of a Network but which are owned more than 20% by a Holding Company are not considered to be an Independent Agency. The number of offices an Agency has and the number of countries in which an Agency is located is irrelevant as to whether an Agency is an Independent Agency.

Medium shall mean a single channel or branded messaging platform.

Media Agency shall mean an agency that advises brand owners and advertising agencies on a brand's position, messaging and creative communications.

Media Network shall mean a group of Media Agencies. For inclusion in a Media Network an Agency or Company must satisfy the criteria for the Media Network Affiliation or Media Network Ownership test. Examples of Health Networks are considered but not limited to; Blue 449, Carat, Dentsu X, Havas Media Group, Initiative, Hearts & Science, Maxus, MEC, Mediacom, Mindshare, OMD Worldwide, PHD Worldwide, Starcom, The Spark Foundry, UM, Vizeum, Zenith

Media Network Affiliation Test shall be satisfied by Companies if they: (a) include the Network's name in their trading name; or (b) are owned by an entity that shares the same name as the Network and demonstrate to Dubai Lynx's satisfaction use of this name in the ordinary course of business (for example, by reference to invoices, contracts, terms and conditions, or their websites).

Media Network Ownership Test shall be satisfied by Companies if they are 51% or more owned by: (a) the Network Parent Company; or (b) a subsidiary company of the Network Parent Company which is 51% or more owned by the Network Parent Company.

Media Placement Role shall mean a media agency that worked Significantly or solely on the media strategy of the work being submitted or any other type of Company who worked Significantly on the media strategy.

MENA Region shall mean the following countries: **Afghanistan, Algeria, Bahrain, Comoros, Djibouti, Egypt, Ghana, Jordan, Kuwait, Lebanon, Kenya, Libya, Mauritania, Morocco, Mozambique, Nigeria, Oman, Pakistan, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, Turkey, UAE, Westbank & Gaza, Western Sahara, Yemen.**

Mixed Ownership Companies shall mean any entity which is owned by two or more Companies.

Mixed Ownership Test shall be satisfied by each Company providing evidence of a minimum of 20% or more ownership in the Mixed Ownership Company that has been entered for an award. Companies with less than 20% will not be treated as an owner unless they can evidence control over management, key decisions or hold voting rights.

DEFINITIONS

Network shall mean a group of Agencies, Marketing Companies or Production Companies. For inclusion in a Network an Agency or Company must satisfy the criteria for the Network Affiliation or Network Ownership test. Examples of Networks are considered but not limited to Bartle, Bogle Hegarty, BBDO Worldwide, DDB Worldwide, FCB, Grey, Havas Worldwide, J. Walter Thompson, Leo Burnett, McCann Worldgroup, Ogilvy & Mather, Publicis Worldwide, Saatchi & Saatchi, TBWA Worldwide, The North Alliance, Wieden & Kennedy, Young & Rubicon Group.

Network Affiliation Test shall be satisfied by Companies if they: (a) include the Network's name in their trading name; or (b) are owned by an entity that shares the same name as the Network and demonstrate to Dubai Lynx satisfaction use of this name in the ordinary course of business (for example, by reference to invoices, contracts, terms and conditions, or their websites).

Network Ownership Test shall be satisfied by Companies if they are 51% or more owned by: (a) the Network Parent Company; or (b) a subsidiary company of the Network Parent Company which is itself 51% or more owned by the Network Parent Company.

Network Parent Company shall mean the ultimate, and common, parent company of a Network.

Official Policy shall mean that policy which, together with the other Rules, govern entry into and participation in the Festival

Owned shall mean a Company that satisfies the applicable Ownership Test, in relation to the relevant Special Award for which it is eligible.

Ownership Test shall be the collective term used to describe one of: (i) the Healthcare Network Ownership Test, (ii) the Media Network Ownership Test, (iii) the Network Ownership Test, or (iv) the Mixed Ownership Test (together being the "Ownership Tests").

PR Role shall mean the Company which worked Significantly on the public relations ("PR") Campaign for the Entry being submitted. This can be any type of Company which worked on the PR Campaign.

Production Company shall mean a single office of a production company which is responsible for the creation, realisation and/or filming of content.

Production Role shall mean a Production Company that had a Significant role in the production of the Entry being submitted. This can be any type of Company who worked Significantly on the production. This does not refer to Companies who solely produced the 'case film' for the Entry.

Published Data shall mean the information in respect of the 2018 Entries which Dubai Lynx makes available online to Representatives, including all Companies credited in Entries to the 2018 Dubai Lynx Awards.

Relevant Period shall mean 1 February 2017 to 28 February 2018 (inclusive).

Representative shall mean an authorised representative (who may be the senior Chief Creative Officer, Chief Financial Officer, Chief Executive Officer or any of their direct reports) who will validate the accuracy of all information provided to Dubai Lynx during the Validation Process, including but not limited to validation of information as to whether Companies form part of a Network, Healthcare Network, Media Network and/or Holding Company, by reference to the applicable Ownership Test and Affiliation Tests.

Role shall mean any of the roles for which various credits are assigned to a Company in respect of any given Entry. The Roles which can be assigned, in respect of any given Entry, are as follows: Idea Creation Role, Media Placement Role, PR Role, Production Role & Additional Company Role.

DEFINITIONS

Rules for Special Awards shall mean these Dubai Lynx Rules for Special Awards.

Significant or **Significantly**, when used in reference to a Company's Role in relation to an Entry, shall mean the Company or Companies which contributed to the particular Role. At least one Company must be credited with the Role if there is any Company which meets at least one of the following criteria:

- (a) The Company contributed 20% or more of the key team members involved in carrying out the Role;
- (b) The Company contributed 20% or more of the total hours expended for that Role in relation to the particular Entry;
- (c) The Company received 20% or more of the billings/fees for that Role in relation to the particular Entry;
- (d) The Company was named on the contract with the advertiser and was clearly visible to the advertiser as having performed the relevant Role in relation to the particular Entry.

Special Awards shall mean all awards that are won by the calculation of points rather than awarded by a jury, namely the Network of the Year Award, the Media Network of the Year Award, the Agency of the Year Award, the Independent Agency of the Year Award and the Dubai Lynx Golden Palm Award, each being a "Special Award".

Validation Process shall mean process set out at Section 2 of the Rules for Special Awards.