



SNAPCHAT CREATIVE COMPETITION:

THINK WITH AR

Enter Snapchat's Creative Competition by answering a brief developed by a global NGO/ Charity/ NPO which utilizes the power of augmented reality. In this brief, you will be tasked with deploying Snapchat's full-suite of advertising capabilities (Snap Ads, Lenses, Filters and Story Ads) and tools (Lens Studio, Snap Publisher, etc...) to help you solve the creative challenge at hand. Winners will be awarded with a trip to Los Angeles, CA to visit Snap Inc and have your work showcased at the Dubai Lynx Festival of Creativity!

Submissions can be actual lenses, storyboards of the creative idea, or a short animation/ video. Entry into this competition is open to those working in agencies and can be as an individual or team of up to 3* (entries are based on individuals and not on behalf of your agency).

Entries can be submitted by no later than 28 February 2019.

For more information visit our website www.dubailynx.com or email gayathrid@dubailynx.com

10 – 13 MARCH

MADINAT JUMEIRAH

DUBAI