

December 25, 2025

**Yasuharu Sasaki Selected as Jury President  
for Two Categories, Digital Craft and Social & Creator,  
at the Dubai Lynx Awards 2026**

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) announced today that Yasuharu Sasaki, Global Chief Creative Officer, has been selected as Jury President for two categories at the Dubai Lynx Awards 2026 : the Digital Craft category and the Social & Creator category, in the MENA (Middle East and North Africa) region. The next Dubai Lynx Awards will commence with an online judging period scheduled for mid-to-late February 2026, followed by an onsite judging in Dubai at the end of March. The awards ceremony is scheduled to take place from 29 March to 1 April.



Launched in 2007, the Dubai Lynx Awards are acknowledged as a sister festival to the Cannes Lions International Festival of Creativity and celebrate excellence in advertising and brand storytelling from across the MENA region. In 2026, they will comprise 21 categories in total. Out of the two categories chaired by Sasaki, the Digital Craft category will judge technological artistry, while the Social & Creator category will evaluate creative social thinking and strategic influencer marketing solutions.

Given his extensive experience serving as jury president and juror for numerous global advertising awards, including Cannes Lions, as well as being the founder of Dentsu Lab Tokyo, an R&D organization that blends ideas with technology, Yasu possesses deep expertise in both categories, which led to him being selected as the ideal candidate to serve as Jury President.

\*For more details, please visit the official website below.

URL: <https://www.dubailynx.com/>

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