

TPS Engage Bags Top Prize At Dubai Lynx Start-Up Program

Now in its third year the Dubai Lynx Start-Up program is designed to unite start-ups, brand partners and agencies at MENA's biggest celebration of creative communications. This year's winner, [TPS Engage](#), is an exciting digital out of home company using online principles to improve the efficiency and effectiveness of the out of home marketplace.

TPS Engage was announced as the 2018 winner following a boot camp at the Festival in March where 10 other start-ups took part in the program. Following a series of mentoring workshops with industry leaders, matchmaking and thought leadership sessions with global players the team won passes to attend the 2018 Cannes Lions International Festival of Creativity.

Bogdan Savonea, CEO, TPS Engage commented that, "Winning Dubai Lynx's Startup Hub competition was a tremendous recognition for us. These kinds of awards put the spotlight on the true innovations that are coming in the advertising world, and without them we could be lost in all the noise. Going to Cannes Lions was also a great opportunity as we had the chance to meet people who are forming the way advertising will look a few years from now - we're proud to say we are now doing our part in that."

A core element of the program is having mentors available to answer questions about the industry, provide practical advice and make connections. Since attending both festivals TPS Engage has been involved with various collaborations such as [TPS X ARTIVIVE X FOTA X One Night Gallery](#) and more yet to be announced.

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