

Spikes Asia: New-look website; new awards

SINGAPORE: Launching the newly designed 2011 website, the Spikes Asia Advertising Festival has announced that they will be introducing Mobile and PR as two new entry categories and recognising the Independent Agency of the Year at this year's Awards.



The PR category will reward the management of communication between organisations and their publics through the creation, protection and maintenance of their reputation and image. Example entry categories will include Best use of Media Relations, Best Use of Sponsorship, Best Launch or Re-Launch, Corporate Reputation, Public Affairs and Best Campaign. The inaugural Mobile category will award creative excellence in mobile websites, applications, video, games and technology.

Award for independent agencies

The Independent Agency of the Year Award will be introduced to reward an individual office of an Independent agency, and in doing so, encourage the spirit of creative entrepreneurship that has helped forge so many outstanding agencies in the past. The winner will be the independent agency that has amassed the most points across all entry sections of Spikes Asia.

"As the Asian advertising and creative industries continue to develop using new methods, techniques and mediums, it's crucial as awards organisers that we keep pace and reflect this. The introduction of Mobile and PR, as well as Independent Agency of the Year at Spikes Asia does just this, and they will sit confidently alongside the existing Spikes Asia awards becoming must win trophies for the industry," says Terry Savage, chairman of Cannes Lions, who together with Haymarket, organise Spikes Asia.

Entries into all categories, including Mobile and PR, will be open from 19 May 2011 and close on 22 July 2011. All of the Grand Prix, Gold, Silver and Bronze winners, along with the Independent Agency of the Year, Network of the Year, Media Agency of the Year and Agency of the Year, will be exclusively revealed at the Spikes Asia Awards Ceremony taking place at the Esplanade Theatre on 20 September 2011.

Entry prices:

Print, Outdoor, Digital, Mobile, Direct, Sales Promotion, Media, Design, Print Craft, Radio and PR - S\$365*
TV/Cinema and TV/Cinema Craft - S\$405
Integrated - S\$599

For further information on entering work and the festival, go to www.spikes.asia.

Anyone wishing to attend the Festival and Awards will be able to register via the website from 21 April 2011.

**Exchange rate: about R5.4 = S\$1*

Key dates:

Delegate registration open from: 21 April 2011

Entries open from: 19 May 2011

Entries deadline: 22 July 2011

End of early bird registration: 1 August 2011

Festival dates: 18-20 September 2011

For more, visit: <https://www.bizcommunity.com>