

## Spikes Asia entries reach all-time high

SINGAPORE: A record number of Spikes Asia entries have been submitted this year totalling 4860 from 23 countries. The largest creative communications festival in Asia Pacific, which kicks off on Sunday in Singapore, is also set to welcome industry professionals from 27 countries who over two insightful days of learning, networking and celebration will have the opportunity to view Asia Pacific's creative excellence in advertising and communications.



With an overall 33% increase versus last year, the categories which have shown the highest increase are PR, Design, Mobile, Film Craft, Direct and Promo & Activation. The top countries participating are Australia (703 entries), followed by India (694), Japan (594), Singapore (524), China (448) and Thailand (411).

Category	2011	2012	% Variation 2012 v 2011
Film	360	454	+26%
Print	509	554	+9%
Outdoor	678	749	+10.5%
Direct	200	298	+49%
Promo & Activation	282	405	+43.5%
Media	355	490	+38%
Radio	143	162	+13%
Design	170	278	+63.5%
Film Craft	160	244	+52.5%
Print & Poster Craft	248	337	+36%
Integrated	56	78	+39%
Digital	342	321	-6%
Mobile	47	74	+57.5%
PR	97	230	+137%
Creative Effectiveness	n/a	34	n/a
Branded Content & Entertainment	n/a	152	n/a
TOTAL	3,647	4,860	33%

"This extraordinary growth in the number of entries this year is not only testament to the importance of Spikes Asia to the creative community in Asia Pacific, but is also an endorsement of the great work being produced in the region which will ultimately reverberate around the world," says Terry Savage, co-chairman of Spikes Asia.

The winners will be revealed during the Spikes Asia Awards Ceremony that will be held Tuesday evening 18 September at the Grand Theatre, Marina Bay Sands. Other accolades to be announced are: Agency of the Year, Independent Agency of the Year, Media Agency of the Year, Network of the Year, and the new Spikes Palm Award presented to the most awarded production company. P&G Asia will be honoured with the 2012 Advertiser of the Year award. The event will conclude with the After Party at Avalon nightclub.

Spikes Asia is jointly organised by Cannes Lions International Festival of Creativity and Haymarket, publishers of Campaign Asia-Pacific. Further information on Spikes Asia as well as details on how to register to attend can be found at [www.spikes.asia](http://www.spikes.asia). Spikes Asia takes place from 16-18 September in Singapore.

[Entries by country](#)

## **Key 2012 dates**

Delegate Registration: Open

Entries: Contact Fiorenza Plinio at [entries@spikes.asia](mailto:entries@spikes.asia)

Festival Dates: 16-18 September 2012

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