

ENTRY KIT 2

2021

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SAMPLE ENTRY FORMS

Common entry information for all Spikes Asia Awards:

- Entry title
- Companies
- Contacts

ENTRY SPECIFIC INFO

- Choose Spikes Asia Award & categories
- Media info
- Physical support materials
- Written explanation

GETTING READY TO ENTER

For 2021 the entry system is our most flexible ever. To enter a piece of work multiple times, simply enter the title of the entry, fill in the entry information, let us know which companies and people were involved and select all the relevant categories you wish to enter. You will be required to submit common information that applies to all the Spikes Awards and some specific information unique to the category you are entering. Don't worry - you can still edit individual entries.

FIRST TIME ENTERING THE SPIKES?

Need help? Drop us an email at awards@spikes.asia and we'll arrange for one of our experts to talk you through the process.

DON'T HAVE ALL THE DETAILS RIGHT AWAY?

Don't worry, you can complete the form in any order and save your progress at any time.

WHAT YOU'LL NEED TO ENTER | COMMON INFO

ENTRY TITLE:

Title, Brand, Product/Service, Sector and Subsector

COMPANIES:

Details of companies which were involved in the work: advertising agencies, media agencies, PR agencies, production companies, etc.

CONTACTS:

The contact details of someone in your company and on the brand/client side that we can contact about the entry

WHAT YOU'LL NEED TO ENTER | ENTRY SPECIFIC INFO

MEDIA INFORMATION & URLS:

Launch date, different media placements and URLs of your entry

THE WRITTEN EXPLANATION:

Written information of the work in line with festival/category guidelines

CREATIVE TEAM:

Details of the people who were involved in the work (e.g. John Smith, Creative Director, BBDO)

MEDIA UPLOADS:

Digital materials in line with festival/category guidelines.

For material requirements see

[Entry Kit 1: Categories & Materials Guidelines](#).

You will also need to familiarise yourself with the different Awards and categories and decide which you would like to enter.

ENTRY TITLE

GIVE YOUR ENTRY A TITLE

To begin, you need to give your entry a title. We need this information before you select the Spikes and categories you would like to enter this work into. If this work is being entered into multiple categories, the title you give here will be applied across all of those selected entries.

ENTRY TITLE*

The name you give the work being entered.

BRAND*

The name of the brand, company or organisation who commissioned the work (e.g. Coca-Cola, P&G, Nike)

PRODUCT / SERVICE*

The product or service featured in the work (e.g. Coke Life, Crest toothpaste)

SPIKES ASIA SAMPLE ENTRY FORMS COMMON INFO

PLEASE SELECT ONE SECTOR AND SUBSECTOR FROM THE LIST BELOW*:

Sector	Subsector
Automotive	Other Automotive Vehicles
B2B	B2B Technology Consultancies & Professional Legal Other Business Services
Consumer Durables	Fashion Furniture & Lighting Home Appliances Homewares Technology Toys
Consumer Services	Energy Financial Insurance Other Consumer Services Private Education Private Healthcare Telecommunications
FMCG	Beauty Household Goods Drinks Food Other FMCG
Healthcare	OTC Drugs Pharma Wellness
Leisure	Gambling Gaming Live Events Museums & Galleries Other Recreation Sports
Media / Entertainment	Books News Digital Platforms Film Music News Other Media Publications & Media Television
Not-For-Profit / Charity	Charities Government Military Non-Profits Other Not-For-Profit
Retail	eCommerce Fast Food Restaurants Retail
Travel	Transport Travel & Tourism

CHOOSE SPIKES & CATEGORIES

It's time to select the Spikes you'd like to enter with this piece of work. Entry limits within each Spikes Award are different. **Read [Entry Kit Part 1](#) to find out more.** You may add, remove or edit the Awards or categories selected at a later stage before payment. You can see all the details about the Spikes Awards on our [website](#).

MULTIPLE EXECUTIONS INFORMATION

In some Spikes Awards it is compulsory to enter individual executions from the same work as individual entries. For more information please check [Entry Kit Part 1](#).

DOES THIS HAVE MULTIPLE EXECUTIONS?

You must link a series of 2 or more executions of the same creative idea, advertising the same product / service with the same Brand, in the same medium.

Yes No

If 'YES'
GIVE YOUR WORK A TITLE*

GIVE THE INDIVIDUAL EXECUTION A TITLE*

COMPANIES

WHICH COMPANIES WERE INVOLVED?

You are the Entrant Company. Click 'Add company' and fill in your own company information and mark as entrant and any other role that your company played in the work. You must be credited in at least one other role apart from Entrant Company unless you are the Brand and you played no other role in the work.'

Once you have saved yourself as the Entrant Company then click 'Add company' to add other contributors. Every entry requires at least one 'Entrant Company' and one 'Idea Creation' company. Sometimes it will be the same company for both.

The Entrant Company is responsible for payment of entry fees and will be considered the sole contact for any entry related queries. You should enter the companies in the order you would like them to be published as this is how they will appear on the Spikes winners site and on your certificates. When making your entry please make sure you credit companies in the correct roles as this directly affects the calculations for the Special Awards.

IMPORTANT: You may be asked to return to this page to add more companies depending on the Spikes Award and categories you select later (e.g. If you enter Media, you will be asked to provide a company that played a 'Media Placement' role).

If you click 'save' any information you entered will be saved and you will proceed to the next page, but you may return to add more companies at any time.

If your entry wins an Award, companies and individuals credited here will automatically be eligible to purchase trophies and certificates.

COMPANY NAME*

COMPANY ACTIVITY*

Please select from the drop-down:

ADDRESS*

CITY*

POSTCODE*

LOCATION*

CONTACTS

LEAD CONTACT

You are the lead contact and we may need to contact you about your entry before it is put through to judging.

CONTACT DURING JUDGING

This is the person the festival will contact if queries regarding the work arise during judging. This contact person must be from the entrant company, must have been directly involved with the work and must be contactable both within and outside of office hours, in the week of the judging.

NAME*

TITLE / POSITION*

TEL / MOBILE NUMBER*

EMAIL*

BRAND CONTACT

Contact at the brand that commissioned the work.

NAME*

TITLE / POSITION*

TEL / MOBILE NUMBER*

EMAIL*

CITY*

COUNTRY*

You will need to verify that this email address is your brand/client's work email. We do not accept private or general contact details e.g. **info@gmail**

MEDIA INFO

Here you need to provide information about where and when your work launched.

Eligibility dates are dependent on the Spikes Award that is being entered.

If you're not sure whether your work is eligible get in touch. We strongly recommend checking eligibility before you start to create your entry submissions.

MEDIA PLACEMENT

Please provide information about the executions of your work. Tell us what you did and where it happened.

EXECUTION*

E.g. Live Event

PLATFORM / PLACE*

Where specifically did the work appear?

(E.g. On BBC1, Facebook, Times Square, Inside a Shopping Mall)

NUMBER OF AIRINGS / PLACEMENTS*

DATE RANGE*

E.g. From 20/10/2019 to 25/10/2020)

LOCATION / REGION*

Note: You will have the option to provide multiple media placements for your entry.

URLS

URLs may be compulsory or optional depending on the Spikes Award that is being entered. For more information, please check [Entry Kit Part 1](#)

In order to avoid your work being withdrawn from the festival, your URL must be live until 31 March 2021. URLs must start with http:// or https:// and preferably be accessible without a login or password.

URL

E.g. http://www.domain.com

TYPE

Please select from the drop-down:

IS LIVE?

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

IF ENTERING 'APP URL'

If your App is not available globally / in the UK please provide the following details. These details will not be shared with anyone and are solely for app testing during judging.

APP NAME

APP STORE / GOOGLE PLAY USERNAME

APP STORE / GOOGLE PLAY PASSWORD

PHYSICAL SUPPORT MATERIALS

Spikes 2021 will be judged virtually so we ask that you do not send in any physical materials.

CREATIVE TEAM

WHO WAS INVOLVED?

Enter the details of people who made a significant contribution to this entry. Enter the names of your creative team members in the order you would like them to appear. This information will appear alongside your entry on the Spikes website if your entry wins. When making your entry please submit the names of your creative team in the order you would like them to be published as this is how they will appear on the Spikes website and on your certificates. Creative team credits can be altered until 11th March 2021.

Want to change the order? You can 'drag and drop' the names to move them up or down the list.

Once you've uploaded credits it will become available in your 'Credit Library' From here, you can assign the credits to multiple entries to save time.

NAME*

TITLE / POSITION*

ROLE ON THIS ENTRY*

COMPANY*

EMAIL*

Any emails you provide will not be shared with any 3rd parties.

UPLOAD MEDIA

Upload your work! Each Spike has different digital media requirements. Please upload the 'compulsory media' first.

DIGITAL MEDIA (COMPULSORY)

You can find our Supporting Material Guidelines, which include compulsory / optional requirements, accepted specifications and examples in [Entry Kit 1](#).

Once you've uploaded media it will become available in your 'Media Library'. From here, you can assign the media to multiple entries to save time. Your media has to be the final version and you must hold all applicable rights. We do not accept replacement files. You can only checkout once you've uploaded the 'compulsory media'.

DIGITAL SUPPORTING MEDIA (OPTIONAL)

You may also upload the following optional supporting digital materials with your entry:

- Case Films
- Demo Films
- Digital Supporting Images
- Digital Supporting Content

BRAND EXPERIENCE & ACTIVATION

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

WHY IS THIS WORK RELEVANT FOR BRAND EXPERIENCE & ACTIVATION?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (20% OF VOTE) (150 WORDS)

DESCRIBE THE STRATEGY* (20% OF VOTE) (150 WORDS)

- Target audience (consumer demographic/individuals/organisations)
- Approach

DESCRIBE THE EXECUTION* (30% OF VOTE) (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS* (30% OF VOTE) (150 WORDS)

- Business impact – sales, donations, site traffic
- Response rate
- Impressions
- Change in behaviour
- Consumer awareness

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR G01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

[ONLY FOR G02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR G03. SINGLE MARKET CAMPAIGN]

Please tell us how the work was designed / adapted for a single country / region / market.* **(150 WORDS)**

[ONLY FOR G04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR G05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

[ONLY FOR G06. BREAKTHROUGH ON A BUDGET]

Please provide budget details* (Any confidential information should be entered it in the confidential information field)
(150 WORDS)

- Overall budget
- Breakdown of costs

[ONLY FOR G07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR G08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

CREATIVE eCOMMERCE

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (30% OF VOTE) (150 WORDS)

DESCRIBE THE STRATEGY* (20% OF VOTE) (150 WORDS)

- Data gathering
- Target audience (consumer demographic/individuals/ organisations)
- Relevance to platform
- Approach

DESCRIBE THE EXECUTION* (20% OF VOTE) (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS* (30% OF VOTE) (150 WORDS)

- Reach
- Engagement
- Sales
- Achievement against business targets

[ONLY FOR C01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR C02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR C03. SINGLE MARKET CAMPAIGN]

Please tell us how the work was designed / adapted for a single country / region / market.* **(150 WORDS)**

[ONLY FOR C04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR C05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

[ONLY FOR C06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR C07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR C08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

CREATIVE EFFECTIVENESS

THE WRITTEN EXPLANATION

The requirements for Creative Effectiveness include a 500-word summary. If you are entering the same campaign into multiple categories, you will need to submit a separate entry paper for each category. We recommend that you tailor your entry to each category.

(Fields marked with * are compulsory)

You can find full details on how to enter Creative Effectiveness in the Resources section on our Creative Effectiveness Awards webpage: www.spikes.asia/awards

SUMMARY

Please provide a 500 word summary of your entry below. This needs to be an overview of the campaign and an analysis of its effectiveness. You should first highlight the creative idea behind the work, then describe how the objectives of the campaign have been successfully met, referring to your verifiable sources.

[ONLY FOR B01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

[ONLY FOR B02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR B03. SINGLE MARKET CAMPAIGN]

Please tell us how the work was designed / adapted for a single country / region / market.* **(150 WORDS)**

[ONLY FOR B04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR B05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR B06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR B07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR B08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

CREATIVE STRATEGY

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous. (Fields marked with * are compulsory)

WHY IS THIS WORK RELEVANT TO CREATIVE STRATEGY?*(100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

INTERPRETATION* (30% OF VOTE) (150 WORDS)

Explain clearly how you came to understand the brand's challenge / objective:

- The business challenges the brand was facing
- Interpretation of the client needs and brand values
- Industry / target market
- The desired outcome

INSIGHT / BREAKTHROUGH THINKING* (30% OF VOTE) (150 WORDS)

Explain clearly the creative use of research, data or resources that lead to an original and compelling strategy:

- Outline the strategic process used to tackle the problem
- How did you arrive at the insight? Details here could include:
 - Research
 - Workshops
 - Collaboration
 - Data
 - Audience / consumer / culture
- Internal/external challenges faced and how they were overcome
- The breakthrough moment

CREATIVE IDEA* (20% OF VOTE) (150 WORDS)

- Clearly explain the creative idea
- How the creative strategy directly influenced the creative execution

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

OUTCOME / RESULTS* (20% OF VOTE) (150 WORDS)

Explain clearly what impact your creative strategy had on the client. This may include:

- Business impact
- Change in behaviour or consumer awareness / value added to the brand
- Achievement against the original challenge / client satisfaction.
- The impact on the industry / culture

[ONLY FOR B01. CHALLENGER BRAND STRATEGY]

Please tell us about the challenger brand and how your campaign challenged / was different from your competitors*
(150 WORDS)

[ONLY FOR B02. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR B03. MULTI-MARKET STRATEGY]

Please tell us how the work was designed / adapted for a single country / region / market.* **(150 WORDS)**

[ONLY FOR B04. LONG-TERM STRATEGY]

Please tell us about the long term strategic planning.* **(150 WORDS)**

[ONLY FOR B05. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR B06. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

DESIGN

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives
- Budget
- Project scale and volume

DESCRIBE THE CREATIVE IDEA* (40% OF VOTE) (150 WORDS)

- Brand relevance
- Target audience (consumer demographic/individuals/organisations)

DESCRIBE THE EXECUTION* (40% OF VOTE) (150 WORDS)

- Design elements and their integration
- Design touchpoints
- Materials, style elements, design choices
- Design development and process
- Choice of campaign elements
- Approach
- Scale

LIST THE RESULTS* (20% OF VOTE) (150 WORDS)

- Value added to brand
- Value for consumer
- Reach/cultural impact
- Sales
- Achievement against brief
- Other KPIs

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

DIGITAL

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE STRATEGY* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals / organisations)
- Relevance to platform
- Approach

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS * (150 WORDS)

- Reach
- Engagement
- Sales
- Achievement against business target

[ONLY FOR I01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR I02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR I03. SINGLE MARKET CAMPAIGN]

Please tell us how the work was designed / adapted for a single country / region / market.* **(150 WORDS)**

[ONLY FOR I04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR I05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

[ONLY FOR I06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR I07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR I08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

DIGITAL CRAFT

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE EXECUTION* (300 WORDS)

- Implementation
- Placement
- Scale
- Brandrelevance
- Touch points
- Materials, style elements, design choices
- Methods and process
- Timeline

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

DIRECT

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

(Fields marked with * are compulsory)

WHY IS THIS WORK RELEVANT FOR DIRECT?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (30% OF VOTE) (150 WORDS)

DESCRIBE THE STRATEGY* (20% OF VOTE) (150 WORDS)

- Data gathering
- Target audience (consumer demographic/individuals/organisations)
- Approach
- Call to action

DESCRIBE THE EXECUTION* (20% OF VOTE) (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS* (30% OF VOTE) (150 WORDS)

- Business impact – sales, donations, site traffic
- Response rate
- Change in behaviour

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR D01. DATA STRATEGY & D02. DATA-DRIVEN TARGETING]

DESCRIBE THE USE OF DATA, OR HOW THE DATA ENHANCED THE CAMPAIGN OUTPUT* (150 WORDS)

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

[ONLY FOR G01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

[ONLY FOR G02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR G03. SINGLE MARKET CAMPAIGN]

Please tell us how the work was designed / adapted for a single country / region / market.* **(150 WORDS)**

[ONLY FOR G04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR G05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

[ONLY FOR G06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR G07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR G08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

ENTERTAINMENT

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

WHY IS THIS WORK RELEVANT FOR ENTERTAINMENT?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

DESCRIBE THE OUTCOME* (150 WORDS)

- Reach
- Engagement
- Impact

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

FILM

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE FILM* (150 WORDS)

- Do not reference your company
- Do not comment on the brief / challenges / success of the film.

[ONLY FOR SECTION A, B, C, D & E] (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

[ONLY FOR SECTION E. USE OF FILM]

Explain how the work innovatively used the film medium.* **(150 WORDS)**

[ONLY FOR F01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

[ONLY FOR F02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR F03. SINGLE MARKET CAMPAIGN]

Please tell us how the work was designed / adapted for a single country / region / market.* **(150 WORDS)**

[ONLY FOR F04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR F05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

[ONLY FOR F06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR F07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR F08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

FILM CRAFT

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous. (Fields marked with * are compulsory)

WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE FILM* (150 WORDS)

- Do not reference your company
- Do not comment on the brief / challenges / success of the film.

CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

[ONLY FOR A01. DIRECTION]

Please tell the jury anything relevant about the direction. (150 WORDS)

- Do not name the director

[ONLY FOR A02. SCRIPT]

Provide the full film script in english.* (NO LIMIT)

[ONLY FOR A03. CASTING]

Please tell the jury about the casting process. (150 WORDS)

[ONLY FOR A04. PRODUCTION DESIGN / ART DIRECTION]

Please tell the jury about the production design / art direction. You may wish to comment on choices, challenges or effects. (150 WORDS)

[ONLY FOR A05. CINEMATOGRAPHY]

Please tell the jury anything relevant about the cinematography. (150 WORDS)

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR A06. USE OF ORIGINAL MUSIC]

Please tell the jury about the creation of the original music track. **(150 WORDS)**

[ONLY FOR A07. USE OF LICENSED OR ADAPTED MUSIC]

Please tell the jury about the choice of music track. **(150 WORDS)**

[ONLY FOR A08. ACHIEVEMENT IN PRODUCTION]

Please tell the jury about the ambitions & challenges of production process.* **(150 WORDS)**

[ONLY FOR B01. EDITING]

Please tell the jury anything relevant about the edit. **(150 WORDS)**

- Do not name the editor

[ONLY FOR B02. COLOUR CORRECTION/GRADING]

Please tell the jury about colour grading. **(150 WORDS)**

[ONLY FOR B03. SOUND DESIGN]

Please tell the jury about sound design. **(150 WORDS)**

[ONLY FOR B04. ANIMATION]

Please tell the jury about the type(s) of animation used and summarise any relevant challenges or techniques. **(150 WORDS)**

[ONLY FOR B05. VISUAL EFFECTS]

Please tell the jury about the visual effects and summarise any relevant challenges or techniques. **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

GLASS: THE AWARD FOR CHANGE

THE WRITTEN EXPLANATION

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(Fields marked with * are compulsory)

BACKGROUND* (150 WORDS)

- Brand values regarding gender representation
- Brief
- Objectives

DESCRIBE THE CULTURAL / SOCIAL / POLITICAL CLIMATE IN YOUR REGION AND THE SIGNIFICANCE OF YOUR CAMPAIGN WITHIN THIS CONTEXT (200 WORDS)

- Media regulations / restrictions
- Civil liberties issues
- Gender representation

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

- Data gathering
- Target audience (consumer demographic / individuals / organisations)
- Approach

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

LIST THE RESULTS/IMPACT* (150 WORDS)

- Business impact – sales, donations, site traffic
- Response rate
- Impressions
- Change in behaviour
- Consumer awareness

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entirely be visible to the jury during the judging process.

ENTERING HEALTHCARE

When it comes to entering the Healthcare Spikes Award you will be required to enter your work in a slightly different way.

STEP 1: Decide if you want to enter your work into Healthcare. Browse the categories and choose which ones your work is most suited to.

STEP 2: Complete the Common Entry Information sections: Entry Title, Brand, Product, Sector & Sub Sector.

STEP 3: Choose your categories then select your mediums.

STEP 4: Complete standard information sections Companies, Contacts, Creative Team & Media Information

STEP 5: Complete the medium specific written explanation based on your chosen medium.

In most cases, the medium-specific written explanation is identical to the associated Spikes award (with the exception of Branded Content & Entertainment, Integrated Campaign, Use of Technology, and Product Innovation). For example, if entering the Mobile medium in the Healthcare Spikes Award, the written explanation is the same as that required for the Mobile Spikes Award.

NEED SOME HELP?

Contact us and we'll arrange for one of our experts to talk you through the process.

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

Healthcare Mediums
Brand Experience & Activation
Branded Content & Entertainment: Digital & Social Film, TV and Online Film Content, Live Experience
Digital
Digital Craft: Interface & Navigation (UI) User Experience (UX)
Direct
Film: Cinema, TV and Digital Film Content
Film Craft: Animation / Visual Effects Cinematography Direction Production Design / Art Direction Script Use of Music / Sound Design
Industry Craft: Art Direction Copywriting Illustration Photography Typography
Integrated Campaign
Mobile
Outdoor Ambient Standard
PR
Print & Publishing Print Collateral Standard Print
Product Innovation
Radio & Audio
Use of Technology

HEALTHCARE

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Spikes awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

[ONLY FOR SECTION E. PHARMA: PROMOTION, AWARENESS & ENGAGEMENT]

Describe any restrictions or regulations regarding health / RX / pharma communications in your country / region including:*

(50 WORDS)

- Healthcare regulatory bodies
- Government
- TV stations/media channels

[ONLY FOR SECTION E. PHARMA: PROMOTION, AWARENESS & ENGAGEMENT]

Describe the target audience and why your work is relevant to them.* **(50 WORDS)**

Pharma audience types:

- Healthcare Professional
- Patient

You will also need to complete the medium-specific written explanation based on your chosen healthcare medium.

HEALTHCARE: BRANDED CONTENT & ENTERTAINMENT MEDIUM

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Spikes awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

(Fields marked with * are compulsory)

WHY IS THE WORK RELEVANT FOR BRAND CONTENT & ENTERTAINMENT?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

DESCRIBE THE OUTCOME* (150 WORDS)

- Reach
- Engagement
- Impact

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

HEALTHCARE: INTEGRATED CAMPAIGN MEDIUM

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Spikes awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

WHY IS THE WORK RELEVANT FOR INTEGRATED?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA*(150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Integration
- Approach

DESCRIBE THE EXECUTION*(150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS* (150 WORDS)

- Reach
- Engagement
- Sales
- Achievement against business targets

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

HEALTHCARE: PRODUCT INNOVATION MEDIUM

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Spikes awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

(Fields marked with * are compulsory)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives
- Current Stage

DESCRIBE THE CREATIVE IDEA* (40% OF VOTE) (150 WORDS)

- Insights
- Intention/purpose
- Adaptation of an existing product or innovation
- Research
- Considerations

DESCRIBE THE FINAL PRODUCT* (40% OF VOTE) (150 WORDS)

- How it works
- Materials
- Production
- Techniques
- Components
- User interaction

LIST THE RESULTS* (20% OF VOTE) (150 WORDS)

- Long-term outcomes
- Scalability
- Value for consumer/brand
- Reach/product impact
- Business impact/sales

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

HEALTHCARE: USE OF TECHNOLOGY MEDIUM

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in Spikes awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

(Fields marked with * are compulsory)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS* (150 WORDS)

- Reach
- Engagement
- Impact
- Sales
- Achievement against business targets

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

INDUSTRY CRAFT

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

[ONLY FOR SECTION A. TYPOGRAPHY]

Please tell the jury about the typography. **(150 WORDS)**

[ONLY FOR SECTION B. ART DIRECTION]

Please tell the jury about the art direction. **(150 WORDS)**

[ONLY FOR SECTION C. ILLUSTRATION]

Please tell the jury about the illustration. **(150 WORDS)**

[ONLY FOR SECTION D. PHOTOGRAPHY]

Please tell the jury about the photography. **(150 WORDS)**

- Do not name the photographer

[ONLY FOR SECTION E. COPYWRITING]

Please tell the jury about the copywriting. **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

INNOVATION

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

(Fields marked with * are compulsory)

WHY IS THIS WORK RELEVANT FOR INNOVATION?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Technological influences
- Context
- Limitations, restrictions, regulations
- Budgets

DESCRIBE THE IDEA* (150 WORDS)

- Insights
- Intention / purpose
- Adaptation of an existing platform or new innovation

WHAT WERE THE KEY DATES IN THE DEVELOPMENT PROCESS?* (NO LIMIT)

Please include a timeline of the details and dates. (e.g. 3 November 2019 - First patent agreed)

DESCRIBE THE INNOVATION/TECHNOLOGY* (200 WORDS)

- How it works
- Components
- Platforms
- Development Stage

DESCRIBE THE EXPECTATIONS / OUTCOME* (150 WORDS)

- Long-term outcomes
- Scalability
- Industry relevance
- Results / successes / developments to date
- Investment received

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

INTEGRATED

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous. (Fields marked with * are compulsory)

WHY IS THIS WORK RELEVANT FOR INTEGRATED?*(100 WORDS)

BACKGROUND*(150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA*(150 WORDS)

DESCRIBE THE STRATEGY*(150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Integration
- Approach

DESCRIBE THE EXECUTION*(150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS*(150 WORDS)

- Reach
- Engagement
- Impact
- Sales
- Achievement against business targets

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

MEDIA

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous. (Fields marked with * are compulsory)

WHY IS THIS WORK RELEVANT FOR MEDIA?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA / INSIGHTS* (30% OF VOTE) (150 WORDS)

Research and data gathering

DESCRIBE THE STRATEGY* (20% OF VOTE) (150 WORDS)

- Target audience (consumer demographic / individuals / organisations)
- Media planning
- Approach

DESCRIBE THE EXECUTION* (20% OF VOTE) (150 WORDS)

- Implementation
- Media channels and integration
- Timeline
- Scale

LIST THE RESULTS* (30% OF VOTE) (150 WORDS)

- Action / business results – sales, donations, site traffic, achievement against business target
- Outcomes / awareness – change in behaviour, reach, public opinion, content response

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR SECTION C. DATA] DESCRIBE THE USE OF DATA, OR HOW THE DATA ENHANCED THE CAMPAIGN OUTPUT* (150 WORDS)

- Data gathering and interpretation
- Data insights and targeting
- Data integration and impact

[ONLY FOR G01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

[ONLY FOR G02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR G03. SINGLE MARKET CAMPAIGN]

Please tell us how the work was designed / adapted for a single country / region / market.* **(150 WORDS)**

[ONLY FOR G04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR G05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

[ONLY FOR G06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered in the confidential information field).

- Overall budget
- Breakdown of costs

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR G07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR G08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

MOBILE

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

- Data gathering and insights
- Target audience (consumer demographic / individuals / organisations)
- Relevance to platform
- Approach

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

LIST THE RESULTS* (150 WORDS)

- Reach
- Engagement
- Sales
- Achievement against business targets

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

MUSIC

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

BACKGROUND* (150 WORDS)

- Situation
- Brief
- Objectives

DESCRIBE THE CREATIVE IDEA* (150 WORDS)

DESCRIBE THE STRATEGY* (150 WORDS)

DESCRIBE THE EXECUTION* (150 WORDS)

- Implementation
- Timeline
- Placement
- Scale

DESCRIBE THE OUTCOME* (150 WORDS)

- Reach
- Engagement
- Impact

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

OUTDOOR

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

[FOR SECTION A, B, C, D & E CULTURAL / CONTEXT INFORMATION FOR THE JURY] (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury

[ONLY FOR SECTION A. BILLBOARDS AND B. POSTERS]

TRANSLATION (NO LIMIT)

Provide a full English translation of any text

[ONLY FOR SECTION A. BILLBOARDS AND B. POSTERS]

Is your poster / billboard larger or smaller than a 6 sheet poster?* (1200 X 1800MM) (50 WORDS)

[ONLY FOR C01. ANIMATED DIGITAL SCREENS]

Please tell the jury about the animated component of the work.* (150 WORDS)

[ONLY FOR C02. INTERACTIVE / DYNAMIC DIGITAL SCREENS.]

Please tell the jury about the Interactive / dynamic component of the work.* (150 WORDS)

[ONLY FOR SECTION D. INNOVATION IN OUTDOOR]

Please outline the innovative elements of the work.* (150 WORDS)

[ONLY FOR SECTION E. AMBIENT]

Write a short summary of the ambient work.* (150 WORDS)

- Do not comment on the brief / challenges / success of the work.

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR F01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

[ONLY FOR F02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR F03. SINGLE MARKET CAMPAIGN]

Please tell us how the work was designed / adapted for a single country / region / market.* **(150 WORDS)**

[ONLY FOR F04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR F05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

[ONLY FOR F06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR F07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR F08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

PR

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

(Fields marked with * are compulsory)

WHY IS THIS WORK RELEVANT FOR PR?* (100 WORDS)

BACKGROUND* (150 WORDS)

- Situation
- Brief (Specify if the brief was to come up with the creative (your own idea) or to amplify an existing creative idea (inherited creative for amplification))
- Objectives

DESCRIBE THE CREATIVE IDEA* (20% OF VOTE) (150 WORDS)

Demonstrate how the idea was designed to earn attention from the target audience

DESCRIBE THE PR STRATEGY* (30% OF VOTE) (150 WORDS)

- Insight
- Key message
- Target audience (consumer demographic / individuals / organisations)
- Creation and distribution of assets

DESCRIBE THE PR EXECUTION* (20% OF VOTE) (150 WORDS)

- Implementation of the PR
- Timeline
- Scale

LIST THE RESULTS* (30% OF VOTE) (250 WORDS)

- **Tier 1:** Media Outputs - coverage depth (quality / quantity), tone and message delivery, purchase intent (survey)
- **Tier 2:** Target Audience Outcomes - measurable changes in awareness, comprehension, perceptions / attitudes / opinions, and target
- **Tier 3:** Business Outcomes - campaign's measurable effect on sales / revenues / profits, market share, stock valuation, brand equity, reputation scores and other traditional marketing and business metrics

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR C01. RESEARCH, DATA ANALYTICS & INSIGHT GENERATION]

Provide evidence of how the research, insight and use of data enhanced the campaign output.* **(150 WORDS)**

- Data and / or insights gathering and interpretation
- Data Targeting
- Data and / or insight integration and impact

[ONLY FOR C02. PR EFFECTIVENESS]

DESCRIBE THE EFFECTIVENESS OF THE PR CAMPAIGN* (150 WORDS)

- Achievement of results against KPIs
- Effect of PR activities on brand awareness
- Measurable impact of the PR effort on client's objectives

[ONLY FOR G01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

[ONLY FOR G02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR G03. SINGLE MARKET CAMPAIGN]

Please tell us how the work you designed / adapted for the single country / region / market.* **(150 WORDS)**

[ONLY FOR G04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR G05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR G06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered it in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR G07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR G08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

PRINT & PUBLISHING

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.
(Fields marked with * are compulsory)

[FOR SECTION A AND B]

CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

TRANSLATION (NO LIMIT)

Provide a full English translation of any text.

[ONLY FOR SECTION B. INNOVATION IN PRINT & PUBLISHING]

Please outline how the work was adapted, modified or innovative.* **(150 WORDS)**

[ONLY FOR C01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

[ONLY FOR C02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR C03. SINGLE MARKET CAMPAIGN]

Please tell us how the work designed / adapted for the single country / region / market.* **(150 WORDS)**

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR C04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR C05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

[ONLY FOR C06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR C07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR C08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process.

RADIO & AUDIO

THE WRITTEN EXPLANATION

The written explanation is what the Jury will refer to during the judging process in the Spikes Awards. For this reason, we recommend that it's as detailed as possible. Please don't mention your company or any of the companies who contributed to the entry (unless it's a self-promotion campaign) as our judging is anonymous.

(Fields marked with * are compulsory)

WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE RADIO OR AUDIO WORK* (150 WORDS)

- Do not reference your company
- Do not comment on the brief / challenges / success of the work.

TRANSLATION* (NO LIMIT)

Please provide a full English translation of any audio.

[FOR SECTION A, B AND C]

CULTURAL / CONTEXT INFORMATION FOR THE JURY (150 WORDS)

Please explain any cultural terms, references or viewing context which would be known by the local audience but may not be known by our international jury.

[ONLY FOR SECTION B. INNOVATION IN RADIO & AUDIO]

Please outline the innovative elements of the work.* **(150 WORDS)**

[ONLY FOR C01. USE OF MUSIC]

Please tell the jury about the use of music.* **(150 WORDS)**

[ONLY FOR C02. SOUND DESIGN]

Please tell the jury about the sound design.* **(150 WORDS)**

[ONLY FOR C04. CASTING & PERFORMANCE]

Please tell the jury about the casting process.* **(150 WORDS)**

SPIKES ASIA SAMPLE ENTRY FORMS

ENTRY SPECIFIC INFO

[ONLY FOR D01. LOCAL BRAND]

Please tell us about the brand in relation to the locality or market where the product / service is distributed.* **(150 WORDS)**

[ONLY FOR D02. CHALLENGER BRAND]

Please tell us about how the work challenged / was different from the brands competitors.* **(150 WORDS)**

[ONLY FOR D03. SINGLE MARKET CAMPAIGN]

Please tell us how the work was designed / adapted for the single country / region / market.* **(150 WORDS)**

[ONLY FOR D04. SOCIAL BEHAVIOUR]

Please tell us about the social behaviour that inspired the work.* **(150 WORDS)**

[ONLY FOR D05. CULTURAL INSIGHT]

Please tell us about the cultural insight that inspired the work.* **(150 WORDS)**

[ONLY FOR D06. BREAKTHROUGH ON A BUDGET]

Please provide budget details.* **(150 WORDS)**

(Any confidential information should be entered in the confidential information field)

- Overall budget
- Breakdown of costs

[ONLY FOR D07. CORPORATE PURPOSE & SOCIAL RESPONSIBILITY]

Please tell us how the brand purpose inspired the work.* **(150 WORDS)**

[ONLY FOR D08. MARKET DISRUPTION]

Please tell us how disruption in your market place inspired the work.* **(150 WORDS)**

CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will only be visible to the jury during the judging process