



**ENTRY KIT 2 SAMPLE  
ENTRY FORMS & THINGS  
YOU NEED TO KNOW**  
**국문 안내문**



**Spikes Asia**  
FESTIVAL OF CREATIVITY

26-28 September 2018  
Suntec, Singapore

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**SAMPLE ENTRY FORMS**  
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**THINGS YOU NEED  
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**SAMPLE ENTRY FORMS**  
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## 출품 준비하기

2018년 출품 시스템은 현재까지 시스템중 가장 유연합니다. 작품을 여러번 출품하기 위해, 출품작의 제목을 작성하고 출품정보를 작성하십시오, 참여 회사와 인원을 명시하고 관련 카테고리를 모두 선택하십시오. 참가자는 모든 스파이크 부문에서 필요로하는 정보와 지원하는 분야에서 요구하는 정보를 제출해야 합니다.  
걱정하지 마십시오 - 개별 항목 편집은 가능합니다.

### 스파이크스 출품이 처음 인가요?

도움이 필요하세요? [awards@spikes.asia](mailto:awards@spikes.asia)로 이메일을 보내주세요. 스파이크스 전문가가 당신의 모든 과정을 도와드립니다.

### 아직 준비가 덜 되었나요?

걱정하지 마십시오. 당신은 언제든지 작성 및 중간 저장할 수 있습니다.

### 출품하기 위해 필요한 것 / 일반 정보 (COMMON INFO)

#### 출품 제목 (ENTRY TITLE) :

Title, Brand/Client, Product/Service, Sector and Subsector.

#### 회사 (COMPANIES) :

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

#### 연락처 (CONTACTS) :

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

### 출품하기 위해 필요한 것 / 출품 정보(SPECIFIC INFO)

#### 미디어 정보 & URLS (MEDIA INFORMATION & URLS) :

Launch date, different media placements and URLs of your entry

#### 작품 세부정보 (THE WRITTEN EXPLANATION) :

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

#### 크리에이티브 팀 (CREATIVE TEAM) :

작업에 참여한 인원들의 세부 정보(예: John Smith, BBDO 크리에이티브 디렉터)

#### 미디어 업로드 (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 Spikes and categories and decide which you would like to enter

# ENTRY TITLE

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## 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 / CLIENT\*

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

☐ This entry does not have a brand/client (for Innovation awards only)

## PRODUCT / SERVICE\*

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

**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 / Government	Charities Government Military Non-Profits Other Not-For-Profit
Retail	eCommerce Fast Food Restaurants Retail
Travel	Transport Travel & Tourism

## CHOOSE SPIKES & CATEGORIES

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It's time to select the Spikes you'd like to enter with this piece of work. You can browse through the list of Spikes and categories in [Entry Kit 1: Categories & Material Guidelines](#).

You may add, remove or edit any Spikes at a later stage.

## 'CAMPAIGN OF EXECUTIONS' INFORMATION

### 집행 캠페인(CAMPAIGN OF EXECUTIONS)은 무엇입니까?

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A 'campaign of executions' is a coordinated series of linked executions for the same product/service with a single creative idea running through it. For more information click [here](#).

동일한 제품/서비스에 대해 하나의 크리에이티브 아이디어에 기반하여 일련의 시리즈로 집행된 작품을 의미합니다.

If your work is a 'campaign of executions', you must link it together.

### IS THIS ENTRY PART OF A 'CAMPAIGN OF EXECUTIONS'?

Yes

No

### IF 'YES', EXECUTION TITLE\*

Give each piece of work in your campaign a unique 'execution title'. For example, Mona Lisa.

### 'CAMPAIGN OF EXECUTIONS' TITLE\*

The title of your 'campaign of executions' is taken from the 'entry title', it will copy across the campaign of executions. For example, Man on the Moon Campaign.

### ENTER THE NUMBER OF EXECUTIONS IN THE CAMPAIGN\*

Please tell us how many executions you are entering as part of this 'campaign of executions'. Entries will be generated and given a sequence number, e.g. 1 of 4. Each execution will be counted as a single entry fee.

of

### 'CAMPAIGNS OF EXECUTIONS' MAY BE ENTERED INTO:

Film, Film Craft, Outdoor (Sections A. Billboards: Sectors and B. Posters: Sectors), Print & Publishing (Section A. Print: Sectors) and Radio & Audio (Sections A. Radio & Audio: Sectors and B. Innovation in Radio & Audio). Healthcare (Film, Film Craft, Outdoor, Print & Publishing, Industry Craft and Radio & Audio mediums).

# COMPANIES

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## WHICH COMPANIES WERE INVOLVED?

You are the Entrant Company. Fill in your own company information first and click 'Add your first company'. Then click 'Add company' to add other contributors. You may add as many additional companies as you wish. 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 Website, 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 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 and continue' 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 a Spike, 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\*

## COUNTRY\*

## WHAT ROLE DID THIS COMPANY PLAY?

Tick one or more boxes from the below.

### **ENTRANT COMPANY** (Compulsory, only 1)

The Entrant Company will not receive any points towards Special Awards unless they are also credited in one of the point-winning fields. You must be credited in at least one other role apart from Entrant Company (unless you are the brand/client).

☐ I confirm this company is the brand/client and fulfilled no other role

### **IDEA CREATION** (Compulsory, Max 5)

This role is for company/ies significantly involved in the creation of the idea at the core of the work that you are submitting, this can often be an advertising agency. Receives points for Network of the Year, Asia-Pacific Agency of the Year, Independent Agency of the Year where and Country Agency of the Year Special Awards where appropriate. Points will be split evenly between all companies credited with this role.

### **PRODUCTION** (Max 5)

Production company that worked significantly or solely on the production of the published work being submitted. This can also be any type of company/agency who worked solely on production. This does not refer to companies who solely produced the 'case film' for the entry. If a production company was involved in both the idea creation and production of the entry then both idea creation and production roles should be credited. Receives points for the Spikes Palm Award, where appropriate.

### **PR** (Max 5)

PR agency that worked significantly or solely on the PR campaign for the work being submitted. This can also be any type of company/agency who worked solely on the PR campaign. If a PR agency was involved in both the idea creation and PR aspects of the entry then both roles should be marked.

### **MEDIA PLACEMENT** (Max 5)

A media agency that worked significantly or solely on the media strategy of the work being submitted. This can also be any other type of company/agency who worked solely on the media strategy. If a Media Agency was involved in both the idea creation and media strategy of the entry then both roles should be marked. Receives points for the Media Network of the Year Award when entered into the Media Spikes.

### **ADDITIONAL COMPANY**

Companies which have made smaller contributions to the work. Points for Special Awards are not allocated to companies listed here. You can add as many additional companies as you like.

For more information on Company Types, please see the 'Company Credits' section [here](#).



# CONTACTS

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## WHO IS THE LEAD CONTACT?

We may need to contact you about your entry. Please provide details of who we should contact.

## CONTACT DURING JUDGING

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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 campaign and must be contactable both within and outside of office hours, in the week preceding and the week of the festival.

**NAME\***

**TITLE / POSITION\***

**TEL / MOBILE NUMBER\***

**EMAIL\***

## BRAND / CLIENT CONTACT

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Contact at the brand, company or organisation 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

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Here you need to provide media information for your entry. Entries must have been implemented within this year's eligibility dates **01/06/2017 - 30/09/2018**. When entering a campaign that may exceed this period, a minimum of two thirds must fall within this window. This section will need to be completed for each entry.

### MEDIA PLACEMENT

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

#### ELEMENT\*

E.g. Live Event

#### LOCATION / PLATFORM\*

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 20/10/2017 to 25/10/2017)

#### COUNTRY / REGION\*

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

## URLS

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**URLs are compulsory for:**

Design (C. Digital & Interactive Design), Digital, Digital Craft, Entertainment (A03. & A04), Film (B. Online Film and C01), Media (B08, B10 & D02.), Mobile and Music (A02. & A06.) Healthcare (Branded Content & Entertainment, Digital, Digital Craft, Integrated and Mobile)

**URLs are optional for all other categories.**

If your work was presented online, please provide the URL. In order to avoid your work being withdrawn from the festival, your URL must be live until **30 Sept 2018**. URLs must start with <http://> or <https://> and preferably be accessible without a login or password.

For more information on URLs please click [here](#).

### URL

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

### TYPE

Please select from the drop-down:

### IS LIVE?

### 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 보조 제출물

### PHYSICAL MATERIALS (COMPULSORY) 보조 제출물 (필수)

It is a compulsory requirement to send mounted proofs/presentation images for each of your entries into:

- Outdoor
- Print & Outdoor Craft
- Print & Publishing
- Design
- Direct
- Media
- PR

An unmounted proof is the physical version of the original advertisement or execution, exactly as it ran.

**Specifications: 594mm x 420mm.**

A mounted proof is the physical version of your digital presentation image, printed on thin cardboard or foam board.

**Specifications: 594mm x 420mm**

Please attach the barcoded label(s) provided in the post-payment email to the back of your unmounted proof.

### MAILING ADDRESS 우편 주소

Please send all physical materials to:

**Asian Advertising Festival (Spikes Asia) Pte Ltd**

21 Media Circle

#05-05

Infinite Studios

Singapore

138562

Our telephone number is +65 (0) 6579 0549

### PHYSICAL MATERIALS (OPTIONAL) 보조 제출물 (선택)

Do you want to send additional physical materials to support your entry? (E.g. Packaging, stationery, book)

Yes      No

Please list the physical support material you will be sending to us for judging (E.g. 1 x Design sample: bottle of shampoo). Make sure you use the barcoded labels provided in the post-payment email for us to identify your entry easily.

If you have entered the same piece of work more than once, we recommend sending one piece of physical material for each entry.

**Please send us your physical materials within 7 days of completing your submission.**

## CREATIVE TEAM

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### 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 be visible to delegates at the festival and will appear alongside your entry on the Spikes Asia 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 Asia Website and on your certificates. Creative team credits can be altered two weeks before and after the festival, during a specific amendment period.

We accept a maximum of 30 names. Want to change the order? You can 'drag and drop' the names to move them up or down the list.

**NAME\***

**TITLE / POSITION\***

**ROLE ON THIS ENTRY\***

**COMPANY\***

**EMAIL**

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

## UPLOAD MEDIA

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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 [here](#).

Once you've uploaded some 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. 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:

- Applicable URLs
- Awards Show Film
- Digital Supporting Images
- Digital Supporting Content

# THE WRITTEN EXPLANATION

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## BRAND EXPERIENCE & ACTIVATION

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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 F02. LOW BUDGET / HIGH IMPACT CAMPAIGN]**

**PROVIDE BUDGET DETAILS (TEXT ENTERED HERE WILL BE VISIBLE TO THE JURY BUT WILL NOT BE SHOWN ON THE WEBSITE OR ARCHIVE, OR AT THE AWARDS SHOW)\* (150 WORDS)**

- Overall budget
- Breakdown of costs
- Paid Media budget (where applicable)

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## **CREATIVE EFFECTIVENESS**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **SUMMARY\* (500 WORDS)**

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.

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or at the awards show.



# THE WRITTEN EXPLANATION

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## DESIGN

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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 touch points
- 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 be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## DIGITAL

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## DIGITAL CRAFT

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **DESCRIBE THE CREATIVE IDEA\* (150 WORDS)**

### **DESCRIBE THE EXECUTION\* (300 WORDS)**

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

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## **DIRECT**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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

### **[ONLY FOR D01.DATA STRATEGY]**

### **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

## **SPIKES ASIA SAMPLE ENTRY FORMS**

### **ENTRY SPECIFIC INFO**

#### **[ONLY FOR F02.DATA STRATEGY]**

**PROVIDE BUDGET DETAILS (TEXT ENTERED HERE WILL BE VISIBLE TO THE JURY BUT WILL NOT BE SHOWN ON THE WEBSITE OR ARCHIVE, OR AT THE AWARDS SHOW)**

- Overall budget
- Breakdown of costs
- Paid media budget (where applicable)

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## ENTERTAINMENT

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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 be visible to the jury but will not be shown on the website or archive, or at the awards show.

## THE WRITTEN EXPLANATION

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### FILM

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

#### **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.

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## FILM CRAFT

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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] 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] TELL THE JURY ABOUT THE CASTING PROCESS (150 WORDS)**

### **[ONLY FOR A04. PRODUCTION DESIGN/ART DIRECTION] TELL THE JURY ABOUT THE PRODUCTION DESIGN/ART DIRECTION (150 WORDS)**

You may wish to comment on choices, challenges or effects.

### **[ONLY FOR A05. CINEMATOGRAPHY] TELL THE JURY ANYTHING RELEVANT ABOUT THE CINEMATOGRAPHY (150 WORDS)**

### **[ONLY FOR A06. EDITING] TELL THE JURY ANYTHING RELEVANT ABOUT THE EDIT (150 WORDS)**

- Do not name the editor



## **SPIKES ASIA SAMPLE ENTRY FORMS**

### **ENTRY SPECIFIC INFO**

**[ONLY FOR A07. USE OF ORIGINAL MUSIC] TELL THE JURY ABOUT THE CREATION OF THE ORIGINAL MUSIC TRACK (150 WORDS)**

**[ONLY FOR A08. USE OF LICENSED OR ADAPTED MUSIC] TELL THE JURY ABOUT THE CHOICE OF MUSIC TRACK (150 WORDS)**

**[ONLY FOR A09. SOUND DESIGN] TELL THE JURY ABOUT THE ELEMENTS OF SOUND DESIGN (150 WORDS)**

**[ONLY FOR A10. ANIMATION] TELL THE JURY ABOUT TYPE(S) OF ANIMATION USED AND SUMMARISE ANY RELEVANT CHALLENGES OR TECHNIQUES (150 WORDS)**

**[ONLY FOR A11. VISUAL EFFECTS] TELL THE JURY ABOUT THE VISUAL EFFECTS AND SUMMARISE ANY RELEVANT CHALLENGES OR TECHNIQUES (150 WORDS)**

**[ONLY FOR A12. INNOVATION IN PRODUCTION] TELL THE JURY ABOUT THE INNOVATION AND ADVANCEMENTS USED DURING PRODUCTION\* (150 WORDS)**

You may wish to comment on the inventive use of new or existing technology to enhance the final execution.

**CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## GLASS

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **BACKGROUND\* (200 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

### **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 entered here will be visible to the jury but will not be shown on the website or at the awards show.

# THE WRITTEN EXPLANATION

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## INNOVATION

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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 2016 - First patent agreed)

#### **DESCRIBE THE INNOVATION/TECHNOLOGY\* (200 WORDS)**

- How it works
- Components
- Platforms
- What stage it's at

If you would like to include further information you can attach a PDF in the Media Uploads section.

#### **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 be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## INTEGRATED

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

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

### **BACKGROUND\* (150 WORDS)**

- Situation
- Brief
- Objectives

### **DESCRIBE THE 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 be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## **MEDIA**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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

### **[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

## **SPIKES ASIA SAMPLE ENTRY FORMS**

### **ENTRY SPECIFIC INFO**

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## MOBILE

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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\* (200 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 be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## MUSIC

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **WHY IS THIS WORK RELEVANT FOR MUSIC?\* (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 be visible to the jury but will not be shown on the website or archive, or at the awards show.



## THE WRITTEN EXPLANATION

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### OUTDOOR

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

#### **[ONLY FOR SECTION C., D. AND E.]**

#### **WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE AMBIENT OR DIGITAL EXECUTION OR CAMPAIGN (150 WORDS)**

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

#### **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. AND B.] TRANSLATION**

Provide a full English translation of any text.

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## **PR**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

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

### **BACKGROUND\* (150 WORDS)**

- Situation
- Brief
- Objectives

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

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

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

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

- Implementation of the PR
- Timeline
- Scale

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

Must include at least two of the following tiers:

- **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 behaviours/actions/responses achieved
- **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 SECTION D01. PR EXCELLENCE IN 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 SECTION D02. 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 SECTION E02. COSTS CAMPAIGN]**

##### **PROVIDE BUDGET DETAILS (TEXT ENTERED HERE WILL BE VISIBLE TO THE JURY BUT WILL NOT BE SHOWN ON THE WEBSITE OR ARCHIVE, OR AT THE AWARDS SHOW)\* (150 WORDS)**

- Overall budget
- Breakdown of costs
- Paid vs earned media budget (where applicable)

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

## THE WRITTEN EXPLANATION

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### **PRINT & OUTDOOR CRAFT**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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. AND B.)**

#### **TRANSLATION**

Provide a full English translation of any text.

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

## THE WRITTEN EXPLANATION

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### **PRINT & PUBLISHING**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **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.

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## **RADIO & AUDIO**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### **WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE RADIO OR AUDIO EXECUTION OR CAMPAIGN\* (150 WORDS)**

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

### **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.

### **SCRIPT\* (NO LIMIT)**

Provide the full radio advert script in English. If the original advert is not in English, you must provide an exact translation.

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# ENTERING HEALTHCARE SPIKES

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When it comes to entering Healthcare Spikes 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 Spikes. Browse the categories and choose which ones your work is most suited to.

**STEP 2:** Complete the Entry Title

**STEP 3:** Choose your categories then select your mediums from the drop-downs.

**STEP 4:** Complete the Healthcare company credits, contacts, media info, written explanation, creative team and media uploads sections.

**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 (with the exception of Brand Experience & Activation, Branded Content & entertainment, Digital Craft, Digital, Direct, Film, Film Craft, Integrated, Ambient Outdoor, PR, Print, Radio & Audio, Use of technology and Product Innovation).

For example, if entering the Mobile medium in Healthcare, the written explanation is the same as that required for Mobile Spikes.

## **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	Medium Specific Questions
<b>Brand Experience &amp; Activation</b>	
<b>Branded Content &amp; Entertainment:</b> Digital & Social   Film, TV and Online Film Content	
<b>Digital:</b> Platforms   Social	
<b>Digital Craft:</b> Interface & Navigation (UI)   User Experience (UX)	
<b>Direct</b>	
<b>Film:</b> Cinema   TV   Digital Film Content	
<b>Film Craft:</b> Animation & Visual Effects   Production Design/Art Direction   Cinematography   Direction   Script   Use of Music/Sound Design	
<b>Integrated</b>	
<b>Mobile</b>	
<b>Ambient   Standard Outdoor</b>	
<b>PR</b>	
<b>Print &amp; Publishing and Print &amp; Outdoor Craft</b>	
<b>Radio &amp; Audio</b>	
<b>Use of Technology</b>	
<b>Product Innovation</b>	



## THE WRITTEN EXPLANATION

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### HEALTHCARE SPIKES

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

**DESCRIBE ANY RESTRICTIONS OR REGULATIONS REGARDING HEALTHCARE/RX/PHARMA COMMUNICATIONS IN YOUR COUNTRY/REGION INCLUDING \*(50 WORDS)**

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

**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**

# THE WRITTEN EXPLANATION

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## HEALTHCARE: BRAND EXPERIENCE & ACTIVATION

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### **WHY IS THE WORK RELEVANT FOR BRANDED EXPERIENCE & ACTIVATION? \*(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)
- Approach

#### **DESCRIBE THE STRATEGY\* (150 WORDS)**

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

#### **DESCRIBE THE EXECUTION\* (150 WORDS)**

- Implementation
- Timeline
- Placement
- Scale

#### **LIST THE RESULTS\* (150 WORDS)**

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

## **SPIKES ASIA SAMPLE ENTRY FORMS**

### **ENTRY SPECIFIC INFO**

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or at the awards show.

# THE WRITTEN EXPLANATION

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## **HEALTHCARE: BRANDED CONTENT & ENTERTAINMENT**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### **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**

- Reach
- Engagement
- Impact

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or at the awards show.

# THE WRITTEN EXPLANATION

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## HEALTHCARE: DIGITAL CRAFT

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### DESCRIBE THE CREATIVE IDEA

#### DESCRIBE THE EXECUTION \* (300 WORDS)

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

#### CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## HEALTHCARE: DIGITAL

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### DESCRIBE THE CREATIVE IDEA

#### DESCRIBE THE STRATEGY\* (300 WORDS)

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

#### DESCRIBE THE EXECUTION \* (150 WORDS)

- Implementation
- 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 be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## **HEALTHCARE: DIRECT**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### **WHY IS THIS WORK RELEVANT FOR DIRECT?**

### **DESCRIBE THE CREATIVE IDEA**

#### **BACKGROUND\* (150 WORDS)**

- Situation
- Brief
- Objectives

#### **DESCRIBE THE STRATEGY\* (150 WORDS)**

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

#### **DESCRIBE THE EXECUTION \* (150 WORDS)**

- Implementation
- Placement
- Scale

#### **LIST THE RESULTS\* (150 WORDS)**

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

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

## THE WRITTEN EXPLANATION

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### **HEALTHCARE: FILM**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

#### **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**

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.

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.



# THE WRITTEN EXPLANATION

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## **HEALTHCARE: FILM CRAFT MEDIUM**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### **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 ANIMATION/VISUAL EFFECTS] TELL THE JURY ABOUT VISUAL EFFECTS / TYPE(S) OF ANIMATION USED AND SUMMARISE ANY RELEVANT CHALLENGES OR TECHNIQUES (150 WORDS)**

### **[ONLY FOR PRODUCTION DESIGN/ ART DIRECTION] TELL THE JURY ABOUT THE PRODUCTION DESIGN/ART DIRECTION. YOU MAY WISH TO COMMENT ON CHOICES, CHALLENGES OR EFFECTS (150 WORDS)**

### **[ONLY FOR CINEMATOGRAPHY] TELL THE JURY TELL THE JURY ANYTHING RELEVANT ABOUT THE CINEMATOGRAPHY (150 WORDS)**

### **[ONLY FOR DIRECTION] TELL THE JURY ANYTHING RELEVANT ABOUT THE DIRECTION (150 WORDS)**

- Do not name the director

### **[ONLY FOR SCRIPT] PROVIDE THE FULL FILM SCRIPT IN ENGLISH\* (NO LIMIT)**

### **[ONLY FOR USE OF MUSIC/SOUND DESIGN] TELL THE JURY ABOUT THE CHOICE OF MUSIC TRACK / ELEMENTS OF SOUND DESIGN (150 WORDS)**

## **SPIKES ASIA SAMPLE ENTRY FORMS**

### **ENTRY SPECIFIC INFO**

#### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## HEALTHCARE: INTEGRATED CAMPAIGN MEDIUM

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.

### 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
- Impact
- Sales
- Achievement against business targets

#### CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)

Text entered here will be visible to the jury but will not be shown on the website or at the awards show.

## THE WRITTEN EXPLANATION

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### **HEALTHCARE: AMBIENT OUDOOR/STANDARD OUTDOOR**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### **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.

### **TRANSLATIONS (NO LIMIT)**

Provide a full English translation of any text.

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## **HEALTHCARE: PR**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### **WHY IS THIS WORK RELEVANT FOR PR?\*(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)
- Target media
- PR planning
- Approach

### **DESCRIBE THE EXECUTION\* (150 WORDS)**

- Implementation of the PR
- Timeline
- Scale

### **LIST THE RESULTS\* (150 WORDS)**

Must include at least two of the following tiers:

- 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 behaviors/actions/responses achieved
- 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

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

## THE WRITTEN EXPLANATION

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### **HEALTHCARE: PRINT & PUBLISHING AND PRINT & OUTDOOR CRAFT**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### **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.

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## HEALTHCARE: RADIO & AUDIO

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### **WRITE A SHORT SUMMARY OF WHAT HAPPENS IN THE RADIO ADVERT\* (150 WORDS)**

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

### **CULTURAL/CONTEXT INFORMATION FOR THE JURY**

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.

### **SCRIPT \* (NO LIMIT)**

Provide the full radio advert script in English. If the original advert is not in English, you must provide an exact translation.

### **CONFIDENTIAL INFORMATION FOR THE JURY (150 WORDS)**

Text entered here will be visible to the jury but will not be shown on the website or archive, or at the awards show.

# THE WRITTEN EXPLANATION

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## HEALTHCARE: USE OF TECHNOLOGY MEDIUM

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### BACKGROUND\* (150 WORDS)

- Situation
- Brief
- Objectives

### DESCRIBE THE CREATIVE IDEA\* (150 WORDS)

### DESCRIBE THE STRATEGY\* (150 WORDS)

- Data gathering
- 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 be visible to the jury but will not be shown on the website or at the awards show.



# THE WRITTEN EXPLANATION

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## **HEALTHCARE: PRODUCT INNOVATION MEDIUM**

The written explanation is what the Jury will refer to during the judging process in Spikes. 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.**

### **BACKGROUND\* (150 WORDS)**

- Situation
- Brief
- Objectives
- What stage it's at

### **DESCRIBE THE CREATIVE IDEA\* (150 WORDS)**

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

### **DESCRIBE THE FINAL PRODUCT\* (150 WORDS)**

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

### **LIST THE RESULTS\* (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 be visible to the jury but will not be shown on the website or at the awards show.

# ENTERING – THINGS YOU NEED TO KNOW

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In this section you will find:

**GENERAL INFORMATION:**

Summary of the Key Rules for Entering, information on key dates & fees and our refunds & cancellations summary.

**CAMPAIGNS:**

What we mean by the term: 'Campaign of Executions'.

**CREDITS:**

Information on 'Company' and 'Creative Team Credits'.

**SPECIAL AWARDS:**

Summary of our 'Special Awards' and how 'Company Credits' affects them.

**HOW TO CRAFT AN AWARD WINNING ENTRY & TOP TIPS FOR YOUR CASE FILM:**

Tips from the experts on how to prepare and perfect your entries.

# 출품을 위한 주요 규칙 요약

이 내용은 출품 규칙 중 핵심 내용을 정리, 요약한 것입니다. 아래 내용은 규칙의 일부분 이니 전체 규칙은 해당페이지를 참조해주세요. >> [here](#).

1	작품은 2017.07.01 ~ 2018.08.31 사이에 대중들에게 처음으로 방영, 출시 또는 공개되어 집행된 작품이어야 합니다. (캠페인의 일부만이 관련될 경우, 자세한 내용은 <a href="#">규칙 A</a> 를 참조하세요.)
2	광고주가 비용을 지불하는 정식 계약에 따라 집행된 작품이어야 합니다. 단 자사홍보나 비영리단체를 위한 것인 경우, 광고주 측에서 모든 매체집행/ 제작/ 구현에 대해 승인한 것이어야 합니다.
3	광고주/ 브랜드 소유 회사의 위임을 통해 해당 작품의 출품 허가를 받아야 합니다. (페스티벌 측에서는 언제나 이 허가에 대한 증빙자료를 요청할 수 있습니다.)
4	광고주와 브랜드 간의 계약 세부사항을 작품에 첨부해야 합니다. 이는 서명, 직급 그리고 전체 계약 사항들이 명시되어야 합니다. 출품 양식에 이름, 직위, 상세한 연락처 등 브랜드/ 클라이언트 측의 연락처를 기재해야 합니다.
5	출품작은 출판/ 방송/ 발표된 그대로 제출해야 합니다.
6	가상의 상품이나 컨셉 상품에 대한 광고, 방송금지나 철회를 요구 받은 광고는 출품할 수 없습니다.
7	회사의 상급자(CD, CEO, 회장 등)가 해당 작품의 출품을 허가해야 합니다.
8	전년도 스파이크스 아시아에 출품했던 부문에 동일한 작품을 출품할 수 없습니다. (출품요건이나 날짜가 맞는 경우 다른 부문에 출품하는 것은 가능합니다.)
9	디지털 제출물이나 실제 제출물에 대행사나 기타 협력한 크리에이티브 회사에 대한 언급이 있어서는 안 되며, 모든 케이스필름이나 제출물은 정확한 최종 버전이어야 합니다. (추후 새로운 버전으로 대체할 수 없습니다.)
10	작품 및 케이스필름은 영어로 작성해야 합니다. ( ' <a href="#">보조제출물 가이드라인</a> '을 참조하십시오.)
11	2018년 7월 20일이 경과한 후에 출품 회사 측에서 출품을 철회할 수 없습니다. 상세한 사항은 “취소, 환불 및 철회” 부분을 참조하십시오.
12	출품비를 완납한 이후 새로운 결과가 수집되는 경우, 2018년 9월 1일까지 출품양식의 결과란을 통해 추가정보를 작성해 제출하는 것이 가능합니다.
13	출품 시 제출하는 모든 매체는 출품 완료 및 출품비 지급 당시의 최종 버전이어야 합니다. 출품이 완료되고 페스티벌 측에서 접수한 이후에는 어떤 경우에도 새로운 버전으로 대체하거나 새로운 매체를 추가할 수 없습니다.

출품작은 아래 내용들에 해당되어야 합니다.

- 아시아 태평양 지역\*에서 집행하기 위해 아시아 태평양 지역 대행사가 제작한 작품
- 아시아 태평양 지역\*에서 집행하기 위해 아시아 태평양 이외 지역 대행사가 제작한 작품
- 전세계적 집행을 위해 아시아 태평양지역\* 대행사가 제작한 작품

\*스파이크스 아시아 취지에 따라 아래 지역을 아시아 태평양 지역으로 간주 합니다. :

Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, The Philippines, Singapore, Sri Lanka, Taiwan, Tasmania, Thailand, Vietnam, Turkmenistan, Uzbekistan, Kyrgyzstan, Tajikistan.

위의 사항을 모두 만족시키지 못하는 경우에는 출품작이 2018년 스파이크스 아시아에 출품하지 못할 수 있습니다.  
이 요건을 모두 만족시키지 못하는 경우에는 출품자격이 박탈되거나 환불 없이 출품이 철회될 수 있습니다.

# 기본 정보 GENERAL INFORMATION

## DATES

- 출품 개시일 2018년 5월 10일
- 얼리버드 마감일 2018년 7월 20일
- 출품 마감일 2018년 8월 17일

최종 출품마감일은 2018년 8월 17일입니다. 최종 마감일을 지키지 못할 경우 출품 담당자에게 연락해주시오. [awards@spikes.asia](mailto:awards@spikes.asia)

SPIKES	SHORTLISTS ONLINE	AWARDS CEREMONY	WINNERS ONLINE
Brand Experience & Activation	26 September	28 September	30 September
Creative Effectiveness	28 September	28 September	30 September
Design	26 September	28 September	30 September
Digital	26 September	28 September	30 September
Digital Craft	26 September	28 September	30 September
Direct	26 September	28 September	30 September
Entertainment	28 September	28 September	30 September
Film	26 September	28 September	30 September
Film Craft	26 September	28 September	30 September
Glass: The Award for Change	28 September	28 September	30 September
Healthcare	28 September	28 September	30 September
Innovation	Mid-September	28 September	30 September
Integrated	28 September	28 September	30 September
Media	26 September	28 September	30 September
Mobile	26 September	28 September	30 September
Music	28 September	28 September	30 September
Outdoor	26 September	28 September	30 September
PR	26 September	28 September	30 September
Print & Publishing	26 September	28 September	30 September
Print & Outdoor Craft	26 September	28 September	30 September
Radio & Audio	26 September	28 September	30 September

## 수상자 공지

1. 모든 심사는 싱가포르에서 이루어지며 아시아태평양 지역 업계 리더들로 구성된 심사위원회에 의해 수상작이 결정됩니다.
2. 본선 진출작과 수상작은 [www.spikes.asia](http://www.spikes.asia) 를 통해 발표 됩니다.
3. 수상작은 해당부문 시상식과 온라인을 통해 발표됩니다.
4. 출품사는 시상식 때 수상작과 함께 발표되며 트로피나 증빙서를 받습니다.
5. 합작한 회사나 개인들을 위해 추가로 트로피가 필요한 경우 스파이크스 아시아가 종료된 후 구입할 수 있습니다.

## 출품비 ENTRY FEES

SPIKES	FEE IN SGD UNTIL 20 JULY	FEE IN SGD AFTER 20 JULY
Brand Experience & Activation	515	585
Creative Effectiveness	785	855
Design	515	585
Digital	515	585
Digital Craft	515	585
Direct	515	585
Entertainment	615	685
Film	515	585
Film Craft	530	600
Glass: The Award for Change	515	585
Healthcare	515	585
Innovation	615	685
Integrated	785	855
Media	515	585
Mobile	515	585
Music	515	585
Outdoor	515	585
PR	515	585
Print & Publishing	515	585
Print & Outdoor Craft	515	585
Radio & Audio	515	585

# 출품작 집행일 ELIGIBILITY DATES

## 당신의 작품은 페스티벌 출품에 적합한가요?

페스티벌은 정해진 일자에 열리며 이 기간에 심사를 하기 때문에 페스티벌 일정에 맞춰 출품을 진행하는 것이 중요합니다.

당신의 출품작이 해당되기 위해서는, **2017년 7월 1일부터 2018년 8월 31일**의 기간내에 대중에게 처음으로 발매, 방영 또는 공개되었어야 합니다.

- 만약 캠페인이 **2017년 7월 1일** 이전에 시작되었다면, 캠페인 구현 기간중 최소 **2/3**가 이 기간에 해당해야 합니다.
- 2년 이상 집행한 캠페인을 출품하는 경우, 지난 해에 비해 현격한 변화가 있음을 증명해야 합니다. 스파이크스 아시아측은 출품작에 현격한 변화가 있는지, 그리고 출품자격이 있는지 판단할 권리를 가지고 있습니다.
- 'Campaign of Executions'에 출품하는 경우 전체 캠페인이 모두 출품작 집행일 요건을 충족해야 합니다.
- 출품작 집행일 요건 이전에 발표된 캠페인을 연속해 소개하는 경우 캠페인이 어떻게 발전했는지 증명해야 합니다. (스�파이크스 아시아측은 출품작에 현격한 변화가 있는지, 그리고 출품자격이 있는지 판단할 권리를 가지고 있습니다.)

## 크리에이티브 효과(CREATIVE EFFECTIVENESS) 부문 출품 자격

2015-2017년 스파이크스 아시아 페스티벌의 본선작이나 수상작만 출품 가능합니다.

**참고:** 지난 해 출품했던 작품을 올해 같은 부문에 출품할 수 없습니다. 그러나 eligibility dates(출품작 집행일)을 충족하면 다른 부문에 출품할 수 있습니다.

## 환불/취소 정책

이 내용은 환불/취소에 대한 요점 안내입니다. 스파이크스 아시아 공식 웹사이트에 있는 출품 규칙, 페스티벌 출품 요건, 환불/취소 그리고 부적격 및 "스캠"출품작에 관한 공식 정책의 모든 내용을 대신하지 않습니다. 공식정책은 [이곳](#)에서 확인가능 합니다.

### 2018년 7월 20일 전에 출품을 철회하는 경우 - 출품비 환급

출품회사가 2018년 7월 20일 이전에 어떤 이유로 인해 출품을 철회할 수 있으며, 납부했던 출품비를 환불받을 수 있습니다

### 2018년 7월 20일 이후 출품을 철회하는 경우 - 출품비 미환급

출품회사가 2018년 7월 20일 이후 출품을 철회할 수 있으나 환불받을 수 없습니다.

# CAMPAIGNS

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## 집행 캠페인(CAMPAIGN OF EXECUTIONS)은 무엇인가?

동일한 상품/서비스를 위해 서로 연관되어 집행한 일련의 광고들을 말합니다. 집행광고 하나를 출품할 때마다 이는 각기 개별 출품작으로 간주되어 각각 출품비를 따로 지불해야 합니다.

집행 캠페인(Campaign of Executions)으로 제출한 출품작은 'Campaign Spike Award'를 받거나, 혹은 심사위원이 캠페인 내 하나의 집행작에 대해 월등히 뛰어나다고 판단할 경우 개별 집행작에 'Spike Award'를 시상할 수 있습니다.

아래와 같은 부문에서는 이런 성격의 캠페인을 여러 편의 개별적인 출품작으로 출품해야 합니다.

- Film
- Film Craft
- Industry Craft
- Outdoor (For Sections A. Billboards: Sectors B. Posters: Sectors and C. Digital Outdoor)
- Print & Publishing (For Section A. Print: Sectors)
- Radio & Audio (For Section A. Radio & Audio: Sectors and C. Craft)

아래에 명시되어있는 Health & Wellness mediums 도 포함됩니다.

- Digital
- Film: Cinema, TV & Digital Film Content
- Print & Outdoor Craft
- Outdoor
- Print & Publishing
- Radio & Radio Craft

'집행 캠페인'을 출품할 때는 캠페인 전체 이름과 함께 캠페인 내 각 작품마다 고유한 '집행 이름'을 붙이도록 요구합니다. '집행 캠페인'의 일환으로 제출한 작품을 동일한 카테고리 내에서 또 다른 단일 작품으로 출품할 수는 없습니다.

다른 스파이크스(부문)에는 캠페인 내 작품을 얼마든지 새로 출품할 수 있습니다.



# 크레딧 CREDITS

- **회사 크레딧 COMPANY CREDITS**

작품을 출품할 때 출품작을 만드는데 기여한 회사들의 정보를 기재해야 하는데 이러한 부분을 회사 크레딧이라고 합니다. 각 회사의 명칭, 회사의 활동, 상세한 주소, 출품작에 있어서 각 회사가 기여한 역할을 기재해야 합니다. 각 회사의 역할은 다음 내용을 참조하십시오.

- **출품회사 ENTRANT**

각 출품작별로 출품회사는 한 곳입니다. 출품회사는 출품비를 지불하며 출품작에 대한 문의를 전적으로 담당합니다. 시상식 때 트로피를 받는 회사도 출품회사입니다. 출품작마다 하나의 출품회사만 있으므로 브랜드/클라이언트 외의 참여사들은 크레딧에 출품회사가 아닌 다른 역할로서 기재해야 합니다.

- **아이디어 발상 IDEA CREATION**

각 출품작마다 '아이디어 발상'을 한 회사도 한 곳인데 보통 출품회사가 이 역할을 담당하는 경우가 많습니다. 출품작의 핵심 아이디어의 발상에 있어서 중요한 역할을 한 회사를 뜻하며 주로 광고대행사들이 담당합니다.

- **매체 집행 MEDIA PLACEMENT**

미디어 부문에 출품하는 경우 어떤 회사가 미디어 집행을 했는지 밝혀야 합니다. 미디어 집행이란 출품작의 미디어 전략에 있어서 중요한 역할, 즉 미디어 대행사의 역할을 의미합니다. 미디어 전략을 주로 담당했다면 어떤 유형의 회사/대행사이든 상관 없습니다. 미디어 대행사가 아이디어 발상과 미디어 전략을 모두 담당했다면 두 역할 모두에 미디어 대행사를 기재하면 됩니다.

- **제작 PRODUCTION**

이하의 부문에 참가할 시, 귀하는 반드시 '제작'역할을 책임진 회사를 명시해야 합니다.

(Film, Film Craft, Entertainment (Section A), Mobile, Digital Craft and Film, Film Craft, Branded Content & Entertainment, Mobile, Digital and Digital Craft mediums within Healthcare.)

'제작'역할은 출품작의 제작을 결정적으로 또는 독자적으로 담당한 제작회사에게 해당된다. 출품을 위해 '케이스 필름'을 단독으로 제작한 회사는 해당되지 않습니다. 제작회사가 출품작의 아이디어 창작 및 제작에 관여했을 시, 해당 제작회사의 역할을 두 역할에 모두 표시 합니다.

- **PR**

이하의 부문에 참가할 시, 귀하는 반드시 'PR'역할을 책임진 회사를 명시해야 합니다.

(PR or the Healthcare medium: PR.)

'PR'역할은 출품작의 PR캠페인을 결정적으로 또는 독자적으로 담당한 PR에이전시에게 해당된다. 어떠한 형태의 회사/에이전시든 PR캠페인에 독자적으로 또는 결정적으로 출품작에 참여했을시 해당 됩니다. PR에이전시가 출품작의 아이디어 창작 및 PR분야에 관여했을 시, 해당 PR에이전시의 역할을 두 역할에 모두 표시 합니다.

- **기타 회사 ADDITIONAL COMPANY**

출품작에 작은 기여를 한 회사들을 기재하십시오. 크레딧에 기타 회사로 오른 경우 특별상(Special Awards)을 심사하기 위한 점수는 부여하지 않습니다. 기타 회사는 숫자 제한 없이 기재할 수 있습니다.

- **주의 NOTES**

출품 할 때 , 크레딧에 넣을 회사들을 정확히 기재하십시오. 크레딧에 포함되면 점수를 부여하고 합산한 결과에 따라 특별상을 수여하기 때문입니다. 크레딧에 넣는 순서는 출품회사에서 원하는 대로 결정하면 되며 그 순서대로 증명서와 페스티벌 공식 웹사이트에서도 기재됩니다. 출품회사는 출품을 완료하고 출품료를 지불할 때 크레딧이 정확하게 들어가 있는지를 확인할 필요가 있으며 크레딧 내용의 책임은 출품회사에게 있습니다.

출품작 크레딧에 당신의 회사가 기재되어 있는지를 확인하고 싶다면 조직위원회에 이메일을 보내면 됩니다. 만일 출품작 크레딧에 들어가야 하는데 누락되어 있다면, 출품회사에 연락하십시오. Company Credit 내용 수정 마감일은 **2018년 9월21일 17:00 BST**입니다.

**크레딧 규칙(역할에 한정된) CREDITING RULES (NB THESE APPLY TO ROLES ONLY):**

출품작 관련한 역할 중 '중요한(Significant)', '중요하게(significantly)' 라는 표현은 특정 역할에 기여도가 높은 경우의 회사, 회사들을 지칭합니다. 다음의 기준 중 적어도 하나의 요건을 충족시키는 역할을 수행한 회사를 한 곳 이상 기재해야 합니다

- 역할 수행에 핵심인 멤버들의 20% 이상이 소속된 회사
- 특정 출품작과 관계된 역할을 수행하며 소요된 시간의 총량에서 20% 이상을 차지하는 회사
- 특정 출품작과 관계된 역할을 수행하며 소비된 비용의 20% 이상을 차지하는 회사
- 회사명이 광고주와의 계약서에 기재되어 있어야 하며 특정 출품작과 관계된 역할을 수행한 것을 광고주가 명백히 알고 있는 회사
- 출품작의 각 크레딧마다 회사명과 지역을 같이 기재해야 합니다. 예를 들어, '회사명, 프랑스'라고 크레딧을 붙이면 안 되고 '회사명, 파리' 또는 '회사명, 칸'이라고 기재해야 한다. 만일 두 회사가 중요한 역할을 했다면 두 회사 모두 크레딧에 넣으면 됩니다.
- 같은 지역에 소재한 복수의 회사가 중요한 역할을 했다면, 각각의 회사를 크레딧에 포함시켜야 합니다. 예를 들어 같은 그룹의 계열사인 '회사명 생활건강, 파리'와 '회사명, 파리'가 모두 출품작에 기여했다면 크레딧에 둘을 따로 넣어야 하며 '회사 그룹, 파리'라고 넣으면 안 됩니다.
- 크레딧에 기재된 회사명은 회사의 웹사이트, 거래내역서에 기재된 일반적 명칭과 동일해야 합니다.
- 크레딧에는 출품작 집행 시점에서의 회사 브랜드/소유를 적어야 합니다. 예를 들어, 출품 자격 기간 중 A사와 B사가 합병하며 C사가 생겼는데 캠페인이 합병일 전에 집행되었다면, 크레딧은 C사가 아닌 A사와 B사로 들어가야 합니다.

**크리에이티브 팀 크레딧 CREATIVE TEAM CREDITS**

'크리에이티브 팀 크레딧(Creative Team Credits)'이란 출품작에 중요한 기여를 한 개인들의 정보를 기재해야 하는 부분입니다. 각 사람에 대해 성명, 회사, 지위, 역할, 이메일(선택 기재)을 적어 제출해야 합니다. 최대 30명까지 적을 수 있습니다. 크레딧에 넣는 순서는 출품사에서 원하는 대로 결정하면 되며 그 순서대로 증명서와 페스티벌 공식 웹사이트에서도 기재됩니다.

# 스페셜 어워드 SPECIAL AWARDS

## 스페셜 어워드는 무엇이며 회사 크레딧이 어떻게 영향을 주는가?

스페셜 어워드는 심사위원회에 의해 수여되는 것이 아닌, 페스티벌 본선진출작(Shortlisted) 과 수상작 포인트 계산을 통해 결정 되는 상입니다.

스페셜 어워드는 다음과 같습니다.

- **올해의 네트워크(NOTY)**

네트워크의 멤버로 소속된 회사들의 수상과 후보자 명단에 오르는 것으로 점수를 계산하여 가장 높은 점수를 가진 네트워크가 우승자로 선정된다. '아이디어 발상 (Idea Creation)'에 기재된 회사가 NOTY를 받을 확률이 높다.

- **올해의 미디어 네트워크(MNOTY)**

미디어 네트워크의 멤버 회사 중 수상과 후보작 선정으로 점수를 계산하여 가장 높은 점수를 받는 네미디어 네트워크가 우승자로 선정된다. '미디어 집행'에 크레딧을 받은 회사들이 MNOTY를 받을 확률이 높다.

- **올해의 아시아-태평양 에이전시(APAOTY)**

올해의 아시아-태평양 에이전시 상은 APAC지역내의 에이전시에게 주어지며, 수상과 후보작 선정으로 점수를 계산하여 가장 높은 점수를 받는 에이전시가 우승자로 선정된다. '아이디어 발상' 역할에 해당되는 회사들이 APAOTY를 수상할 확률이 높다.

- **올해의 독립 에이전시(IAOTY)**

IAOTY는 독립 에이전시 중 수상과 후보작 선정으로 점수를 계산하여 가장 높은 점수를 받는 에이전시가 우승자로 선정된다. '아이디어 발상' 역할을 한 회사가 IAOTY를 수상할 확률이 높다.

- **올해의 국가 에이전시(CAOTY)**

CAOTY는 각국의 에이전시 중 수상과 후보작 선정을 점수로 계산하여 가장 높은 점수를 받은 에이전시가 우승자로 선정된다. '아이디어 발상' 역할에 해당되는 회사는 CAOTY를 수상할 확률이 높다.

해당 되는 국가는: Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, The Philippines, Singapore, Sri Lanka, Taiwan, Tasmania, Thailand, Vietnam, Turkmenistan, Uzbekistan, Kyrgyzstan, Tajikistan.

- **스파이크스 종려상 (Spikes Palm Award)**

스파이크스 종려상은 제작 회사 중 Spikes Asia Awards의 모든 부문을 포함하여 가장 높은 점수를 획득한 회사에게 수상된다. 해당 되는 부문은: Digital Craft, Entertainment (Section A), Film, Film Craft, Mobile, Digital Spikes, Branded Content, Digital, Digital Craft, Film, Film Craft & Mobile Mediums in Spikes Healthcare.

# HOW TO CRAFT AN AWARD WINNING ENTRY

## SO, WHAT IS THE PROCESS?

세계 최대의 크리에이티비티 축제에 오신 것을 환영합니다. 첫 출품이시라면 다음과 같은 단계를 따라 출품하시면 됩니다.

### 1. 출품 매니저를 지명하십시오

조직 내의 담당자를 선정해 출품 관련 업무를 담당하게 하고 조직위원회와의 소통 창구로 삼으십시오.

### 2. 규정을 확인하십시오

출품 자격을 가지고 있는지 확인하기 위해 출품 자격기간 등의 규정을 숙지하십시오. [here](#).

### 3. 출품 요강(Entry Kit)을 다운로드하십시오.

출품 과정 중 내용을 참조할 수 있도록 출품 요강을 가지고 계십시오.

### 4. 어떤 부문에 출품해야 할 지 정하십시오.

올해 새로운 부문이 추가되기도 하고 기존 항목들이 수정되기도 했습니다. 심사 기준과 제출자료에 대한 정보도 확인하십시오. 시간을 들여 어떤 부문에 출품할 지 생각해 보십시오. 이러한 과정 중 도움이 필요한 경우 조직위원회에 문의하시면 조언을 받으실 수 있습니다.

### 5. 계정을 만들고, 로그인 하십시오.

### 6. 출품 정보를 입력하십시오

출품을 서두르실수록, 조직위원회에 도움을 요청하시는 경우 더 많은 도움을 받을 수 있는 시간을 확보할 수 있습니다.

### 7. 제출 및 지불

2018년 7월 20일을 지나 출품하는 경우 추가비용 발생 합니다.

### 8. 오프라인으로 제출할 자료를 준비하십시오.

출품과 출품비 납부 후 1주 내에 출품에 필요한 자료들을 송부하십시오.

### 9. 검토 및 수정

조직위원회에서는 출품작을 여러 방면으로 꼼꼼히 확인하므로 증명서나 수정을 요청하기 위해 연락을 드릴 수도 있습니다.

### 10. 심사

페스티벌 기간 심사위원들은 출품작들을 심사, 발표합니다. 이 기간 심사위원들이 문의할 수 있으므로 연락 가능해야 합니다.

### 11. 결과

페스티벌 기간 각 부문의 본선, 동상, 은상이 발표되고 온라인에 게재됩니다.

### 12. 시상식

금상, 그랑프리, 그리고 스페셜 어워드 수상자가 발표 됩니다.

### 13. 트로피

페스티벌을 마친 후 본선작에 오르거나 수상을 한 출품회사에 트로피와 증명서가 배송됩니다. 출품작 크레딧에 포함된 사람들은 트로피와 증명서를 주문할 수 있습니다.

# 케이스 필름을 잘 만들려면 TOP TIPS FOR YOUR CASE FILM

## 간결하게

심사위원과 참관단들은 케이스 필름에서 프로젝트를 간결하고, 일목요연하게 설명했는지를 완벽하게 파악할 수 있는 전문가들이라는 것을 고려하십시오.

## 단순하게

모자람이 넘치는 것보다 낫습니다. 명확한 아이디어와 전략을 전달하지 못한 채 어수선하게 내용물을 채워 넣은 케이스 필름들이 많이 제출되곤 합니다. 초점을 분명하게 하는 것이 중요합니다.

## 명확하게

맨 처음부터 아이디어를 바로 설명할 때 심사위원들이 빨리 캠페인의 윤곽과 결과를 이해할 수 있습니다. 불필요하게 각 잡고 뽐낼 필요가 없습니다. 케이스 필름을 지면 기사처럼 만들면 됩니다. 가장 중요한 정보를 맨 처음에, 그리고 상술할 내용들은 뒤로 보내십시오.

**모든 중요 정보는 이미 있다 - 아이디어의 확장이 이를 따라가야 한다.**

## 문화 & 문맥

각국에서 초청된 심사위원인 만큼 영어가 그들의 모국어가 아닙니다. 이 다양성을 존중해 주십시오. 문화적인 뉘앙스 또는 문화적 맥락에 좌우되는 작품작은 이를 이해할 수 있게 하는 정보를 덧붙이십시오.

## 새로운 관점 취하기

출품회사에서는 출품작을 오래 동안 다룬 결과 익숙하지만 심사위원들에게는 그렇게 않습니다. 아이디어를 새로운 시각에서 다시 바라보고 새로운 관객을 위해 아이디어의 핵심을 뽑아내십시오.

## 스토리텔링

단순하고 강력하고 간결한 내러티브에 기반해 설명을 구조화시키십시오. 스토리텔링이 핵심입니다.

## 쉽게 만들기

아이디어는 그 자체로 설명되어야 합니다. 불필요하고 정교한 프로덕션으로 장벽을 만드는 것을 피하십시오. 작품을 간단하게 하십시오.

## 카테고리 선택

출품할 부문/항목을 고르실 때 해당 심사위원들이 출품작에 몰입도가 높고 상세한 부분에 대한 이해도가 높을 지를 생각해 보십시오. 어떤 부문/항목에 출품할지 모르실 경우 출품 담당자(Awards Manager)에게 문의하십시오.

## 업계 전문용어

업계 전문 용어나 마케팅 업계 사람들이 말하는 방식을 피하십시오. 즉 작품을 팔려고 하지 말고... 설명하십시오. 과장을 남발하면서 내용 없는 빈 말들은 심사위원에게 좋은 평가를 얻을 수 없습니다.

## 결과

측정 가능하고 의미 있는 증거들을 제출하십시오. 거짓 없고, 구체적이어야 하며 수량이나 통계 등의 자료여야 합니다. 어떤 부문에서는 결과가 평가에서 30%를 차지할 정도로 중요하니 앞에서 기술한 원래의 목적, 전략과 결과 부분을 잘 연결해 설명하십시오.