



SPIKES ASIA

ENTRY KIT

The Rules

GENERAL

1. By entering the Spikes Asia Awards, Entrants agree to be bound, and abide, by the Rules. We may vary the Rules from time to time, in which case the variation will take effect from the date of publication of the new Rules on our website: <https://www.spikes.asia>. We have absolute discretion to determine the application of the Rules or to resolve any ambiguity in them as we see fit.
2. We may, in our absolute discretion, at any time refuse or withdraw Entries which, in our reasonable opinion:
 - 2.1. breach applicable laws, regulations or industry recognised codes of practice;
 - 2.2. offend national sentiments, religious sentiments or public taste;
 - 2.3. do not meet the Eligibility Requirements;
 - 2.4. in any other way conflict with the Rules or the spirit of the Guiding Principles; or
 - 2.5. if the Entrant has not paid the relevant Entry Fee.
3. Spikes Asia is brought to you by LIONS, a part of the Informa Group. Informa is committed to conducting business in compliance with all applicable laws, including trade sanctions imposed by the UN, EU, UK, and US governments, as well as relevant banking restrictions. As a result, we are unable to accept entries or payments connected to countries, organizations, or individuals subject to these sanctions or restrictions. Please note that banking restrictions refer to situations where banking partners have stopped processing payments involving specific countries, directly and indirectly, such as Russia and Belarus.
4. In these Rules, words and expressions shall have their ordinary meaning unless otherwise defined in the Glossary.

ELIGIBILITY REQUIREMENTS

5. Each Entry must satisfy the following requirements (the “Eligibility Requirements”):
 - 5.1. The Entry must have aired, launched or been released to the relevant Audience for the first time during the period starting on 01 January 2025 and ending on 31 January 2026 (the “Eligibility Period”) provided that:
 - 5.1.1. notwithstanding Clause 5.1 above, if the Work ran before the start of the Eligibility Period but a minimum of 50% of the implementation ran within the Eligibility Period, then it can still be entered into the following Spikes:

Brand Experience & Activation
Creative B2B
Creative Commerce
Creative Data
Design
Digital Craft
Direct
Entertainment
Gaming
Glass: The Award for Change
Healthcare
Innovation
Integrated
Media
Music
PR
Social & Creator;
 - 5.1.2. notwithstanding Clause 5.1 above, the strategy being judged must relate to Work first implemented between 01 January 2023 - 31 January 2026, for the following Spike:

Creative Strategy;
 - 5.1.3. notwithstanding Clause 5.1 above, the Work must have aired, launched or been released for the first time between 01 January 2023 – 31 January 2026 for the following Category within the following Spike:

A06 Long-Term Brand Building in Creative B2B;

- 5.1.4. notwithstanding Clause 5.1 above, the Work must have aired, launched or been released for the first time between 01 January 2021 - 31 January 2026 for the following Category within the following Spike:
- C04 Long-Term Strategy in Creative Strategy;
- 5.1.5. for the following Spikes, all Executions being entered/judged must have aired, launched or been released to the relevant Audience for the first time within the Eligibility Period:
- Audio & Radio
Film
Film Craft
Industry Craft
Outdoor
Print & Publishing;
- 5.1.6. notwithstanding Clause 5.1, the Entry must have won or been shortlisted at the Spikes Asia Awards in 2023, 2024 or 2025 to be eligible in the following Spike:
- Creative Effectiveness;
- 5.2. Each entry constitutes one campaign, save where otherwise stated in the relevant Additional Requirements.
- 5.3. If you are entering Work that has run over two or more years, the Work must have evolved sufficiently during the Eligibility Period to qualify as an Entry for the purposes of the 2026 Spikes Asia Awards. At our request, you must provide evidence of the Work's evolution from year to year and we shall have absolute discretion in concluding whether or not an Entry has evolved sufficiently enough to satisfy this requirement.
- 5.4. If you are entering a continuation of a Work that was first aired, launched or released before the Eligibility Period and was submitted to a previous edition of the Spikes Asia Awards, then the Work must have progressed significantly during the Eligibility Period to qualify as a new Entry for the purposes of the 2026 Spikes Asia Awards. At our request, you must provide evidence of how the Work has progressed during the Eligibility Period and we shall have absolute discretion in concluding whether or not an Entry has evolved sufficiently enough to satisfy this requirement.
- 5.5. The Entry has been created within the context of a normal paying contract and genuine brief from a Brand OR, if it's a case of self-promotion or a non-profit organisation, the Brand has approved all of the media/production/implementation.
- 5.6. You have permission to enter the Entry from the Commissioning Brand/Brand-owning company and you acknowledge we may contact an Executive Team member of the Brand to approve the Entry.
- 5.7. You have included the Executive Team Member details of the Commissioning Brand contact details in the Entry including name, position and full contact details.
- 5.8. The Entry has been submitted exactly as published/aired/released and has not been modified for entry into the 2026 Spikes Asia Awards.
- 5.9. The Entry is not speculative or conceptual advertising and has not been banned or withdrawn from the market.
- 5.10. The Entry does not relate to a product which:
- 5.10.1. is a prototype; or
- 5.10.2. hasn't been made available to its intended Audience, save where otherwise stated in the relevant Additional Requirements, e.g. for Innovation Spikes Asia Award.
- 5.11. A duly authorised senior officer (CEO or Business Leader) from the Entrant has given permission for the work to be entered and you acknowledge we may contact them to approve the Entry.
- 5.12. The Entry was not entered into the same Spike in previous editions of the Spikes Asia Awards (the same piece of work cannot be submitted for the same Spike as in previous years but, providing the Entry meets the relevant Eligibility Requirements, including the Eligibility Period requirements, you may enter the Work into an alternative Spike).
- 5.13. There is no reference to your Company or any contributing creative Companies in any digital or physical materials (except in the case of self-promotion or if the reference existed in the original execution).
- 5.14. All supporting case films and materials are correct and final versions (these cannot be changed once your Entry has been submitted).

- 5.15. The Work can be understood in English (for further details see Entry Kit 1) and all case films, films, demo films and original content are subtitled in English.
- 5.16. Any credited Company, individual or Company that makes a payment for an Entry pursuant to these Rules is not based in, residing in, affiliated with or owned by (up to and including ultimate beneficial ownership), or otherwise connected with a country, organisation or individual subject to UN, EU, UK and/or US government sanctions.
- 5.17. The Entry is not in relation to a project based in, residing in, affiliated with or owned by (up to and including ultimate beneficial ownership), or otherwise connected with a country, individual or organisation subject to UN, EU, UK and/or US government sanctions.
- 5.18. The Entry is not a Scam Entry (as explained below).
- 5.19. The Entry meets any relevant Additional Requirements.
- 5.20. If any AI (Artificial Intelligence) tool has been used in the Work or the Entry Materials, this must be referenced in the relevant part of the written submission and Entrants must indicate that an AI tool has been used and for what purpose.
- 5.21. All relevant rights and consents required to allow us, and any third parties authorised by us, to use the Entry Materials as set out in these Rules including, but not limited to, submitting the Entry Materials to a jury for judging and screening the Entry Materials in public have been obtained prior to the Entry being submitted.
- 5.22. All fields in the written submissions are correct, complete and final and no amendments will be required following the Entry being submitted.
- 5.23. Notwithstanding Clause 5.22 above, if new results are collected after the Entry has been paid for, we will only accept additional written information in the results section of the entry form on or before 29 January 2026
- 5.24. The Entry was designed:
 - 5.24.1. Specifically for and to run in the Asia Pacific region and are created or produced by companies in the Asia Pacific region.
 - or*
 - 5.24.2. Specifically for and to run in the Asia Pacific region and are created or produced by companies outside the Asia Pacific region.
 - or*
 - 5.24.3. To run globally as long as they are created or produced by companies in the Asia Pacific region.

GUIDING PRINCIPLES

6. The Guiding Principles indicate the spirit in which the Rules will be interpreted and in which they will be applied. Where we determine, in our absolute discretion, that any Entrant has not behaved in accordance with the Guiding Principles, we may direct the Entrant to modify or remedy its behaviour (even where such behaviour is not an express breach of any particular rule), and any failure by that Entrant to modify or remedy its behaviour may lead to disqualification.
7. The Guiding Principles are as follows:

Fairness and Integrity. Entrants and LIONS must act fairly in the application of the Rules, without seeking to exploit the Rules to the unfair advantage, or disadvantage, of any given Entrant. Entrants must not undertake any activities which would bring the fairness of the Spikes Asia Awards into disrepute (including by collusion with any other Company for the maximisation of points).

Transparency and Accuracy. Entrants and LIONS should provide information to each other in a full, frank, and open manner, to maintain the transparency and accuracy of the Spikes Asia Awards.

Ownership and Responsibility. Representatives have a special role to play in ensuring the accuracy of information provided by Entrants for the calculation of the Special Awards. Representatives must take full ownership of, and responsibility for, submitting only that information which they believe is accurate, and will be required to sign the Declaration Form(s) accordingly.

Good Faith and Cooperation. We will carry out the administration of the Special Awards in accordance with the Rules, using our discretion where necessary and in good faith, and relying on the information we receive from Companies and/or their Representatives. In turn, all Entrants and Representatives should cooperate in good faith with us, including by providing information, and providing the necessary declarations, by the deadlines set in the Rules.

SCAM ENTRIES

8. Spikes Asia, which is brought to you by LIONS, represents the best in creative vision and achievement and we continually strive to protect the spirit and purity of the Spikes Asia Awards. The issue of scam work is an important one which we take very seriously. The role of LIONS is to set the benchmark for creativity in communications, to celebrate creativity and to reward outstanding

creative work. The best way to prove that creativity is a force for business, for change and for good in the world is to ensure that scam work is removed from the Spikes Asia Awards. Where we, in our absolute discretion, consider that an Entry is a scam (a "Scam Entry") we may withdraw the Scam Entry or remove the Entrant's Award or Special Award (as applicable). Examples of a Scam Entry include, but are not limited to, work that hasn't aired, didn't run and/or hasn't been approved by the Brand.

CONDUCT

9. Entrants should not: (a) bring the Spikes Asia Awards, Spikes Asia or LIONS into disrepute; or (b) do anything which could be prejudicial to the image and/or reputation of the Spikes Asia Awards, Spikes Asia or LIONS. Where we, in our absolute discretion, consider that an Entrant has not complied with this clause, we may withdraw your Entry or remove your Award or Special Award (as applicable).

CHECKS AND REQUESTS FOR FURTHER INFORMATION

10. We reserve the right to request additional information about your Entry, including for the purposes of verifying its eligibility or authenticity. For example, we may ask for media scheduling details, Brand confirmation in writing or any other further information we need to verify the authenticity of your Entry. If you do not provide us with the requested information or if, in our absolute discretion, we determine that you have not provided us with adequate information, we may withdraw your Entry, Award or Special Award (as applicable).
11. We also reserve the right to carry out our own checks to make sure that the information you have provided about your Entry is correct, for example the purported Brand is legitimate.

EFFECT OF NON-COMPLIANCE WITH THE RULES

12. We shall have the right to determine, in our absolute discretion, whether the Rules have been complied with. If we find that you have potentially breached the Rules, we may invite you to explain, including explaining any mitigating facts or circumstances. If we find that the Rules have been breached, we shall have the right to disqualify the relevant Entry and/or impose any other penalty specified in these Rules.
13. If you become aware that your Entry Materials do not comply with the Eligibility Requirements you must notify us in writing (including by e-mail to awards@spikes.asia). If we find that the Entry Materials do not comply with the Eligibility Requirements we shall have the right to disqualify the relevant Entry and/or accept changes to the Entry Materials at our absolute discretion. No changes to Entry Materials will be accepted once such Entry Materials have been submitted to a judging panel. All changes to Entry Materials will incur the following administrative charges per Entry:
 - 13.1. for changes notified to us on or before 18 December 2025: SGD\$165; and
 - 13.2. for changes notified to us on or after 18 December 2025: SGD \$165, plus an amount equal to the difference between the Entry Fee due on the date of original submission and the fees which would have been due had the Entry been submitted on the date on which you notified us that the Entry Materials did not comply with the Eligibility Requirements.
14. Where we deem that an Entrant has deliberately and knowingly contravened the Rules (including by entering an ineligible or Scam Entry), we may ban any or all those individuals or Companies named on the relevant Entry's credit list from entering the 2026 Spikes Asia Awards or future versions of the Spikes Asia Awards. We will determine the appropriate length and nature of the ban based on the seriousness of the case involved. Not all situations are the same and each case will be dealt with on its own merits.
15. Our decisions in all matters relating to the Spikes Asia Awards shall be final and binding.

INTELLECTUAL PROPERTY RIGHTS: TREATMENT, USE AND PUBLICATION OF ENTRIES

16. By submitting your Entry, you must ensure that you have all the relevant rights and consents required to allow us, and any third parties authorised by us, to use the Entry Materials as set out in these Rules including, but not limited to, submitting the Entry Materials to a jury for judging and screening the Entry Materials in public.
17. By submitting an Entry, you:
 - 17.1. warrant to us that:
 - 17.1.1. you have the legal right to submit the Entry Materials into the Spikes Asia Awards; and
 - 17.1.2. the use of the Entry Materials in accordance with the Rules and the exercise of the Spikes Asia Purposes by us or third parties authorised by us shall not infringe the rights of any third party, nor breach any applicable laws; and
 - 17.2. grant us an exclusive licence to use the Entry Materials in accordance with the Rules and for the Spikes Asia Purposes (as defined in Clause 18 below).
18. The "Spikes Asia Purposes" which we may, but are not obliged to, carry out are as follows:

- 18.1. Screening, displaying or publishing Entry Materials with or without charge at public or private presentations, in such manner and form as we reasonably think fit;
 - 18.2. reproducing Entry Materials on 'The Spikes Asia Winners Site', 'eLearning Platform', 'www.warc.com', 'www.lovethehework.com', and 'The Work', and on any future iterations, replacements, extensions or similar associated or affiliated products or services provided by us or our affiliates (together the **"Platforms"**), on social media platforms via social media accounts controlled by us, and/or offline;
 - 18.3. using, or permitting third parties to use, Entry Materials, directly or indirectly, to promote Spikes Asia and the Spikes Asia Awards;
 - 18.4. reproducing any Entry in a collection of advertisements which may be offered for sale anywhere in the world, including on the Platforms. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by a third party other than us or any organisation authorised to do so by us. This may include adaptation/translation by a third party; and
 - 18.5. analysing or reproducing Entry Materials either directly or together with any organisation authorised by us, to create reports or commentaries on particular types or categories of Entry, for ourselves or third parties.
19. You must notify us in writing (including by e-mail) of any restriction placed on the use of the Entry by any applicable law or its legal owner, a permitted licensee or a third party whose property is included in the Entry Materials (a **"Restriction"**) as soon as reasonably possible on becoming aware of it.
 20. You must immediately inform us if you become aware that an unauthorised collection or compilation including your Entry is available for sale or distribution.
 21. If any legal action is started against us in relation to your Entry then, without prejudice to any other rights or remedies available to us, you shall promptly assist us in dealing with the claim (including, without limitation, by providing all documentation establishing ownership of rights in the Entry at our request).

PHYSICAL MATERIALS

22. Any physical materials as part of the Entry Materials submitted to us, must arrive at the Singapore address below before 27 February 2026:

Attention: Spikes Asia
Spikes Asia
71 Robinson Road, #14-01,
Singapore 068895
+65 9728 6037
23. Entrants must cover all courier and mailing costs in advance, to secure the delivery of physical Entry Materials. We and our affiliates do not accept any responsibility for packages of physical Entry Materials at any stage of transit. If any Entry Materials are lost in transit, held up at customs or require payment for delivery, resolution is the sole responsibility of the Entrant.
24. Physical Entry Materials should be insured against damage or loss in transit or on the Spikes Asia judging premises. We and our affiliates do not accept any liability for any loss, damage or expense incurred.
25. Physical Entry Materials will be made available to the jury during the onsite round of judging.
26. We are under no obligation to store or return any physical Entry Materials to you once it has been received by us except, in exceptional circumstances and at our sole discretion, we may agree to return large or valuable items on the following conditions:
 - 26.1. it is pre-agreed with us in writing by 27 February 2026; and
 - 26.2. all delivery and transit costs (including any costs to insure against damage or loss in transit) must be covered by the Entrant and collection of physical Entry Materials must be arranged by the Entrant between 16-20 March 2026.

DATA PROTECTION

27. We will use any personal data included in your Entry Materials to process your Entry, contact you about enquiries, to further the Spikes Asia Purposes and to announce and promote winners. Further details can be found in our privacy policy on our website, which can be found [here](#).

ADMINISTRATION OF THE SPIKES ASIA AWARDS

28. We have absolute discretion to change the Category or Spike(s) that an Entry is entered into at any time (including, but without limitation, where we believe that such changes are necessary to ensure that all Entries are showcased in their best light). We will inform Entrants if we make any changes to their Categories or Spike(s).

COMPLAINTS PROCEDURE

29. If there is a complaint about any winning or shortlisted Entry or the award of a Special Award we may, at our absolute discretion, choose to investigate the complaint. If we choose to investigate a complaint, you must cooperate fully with us in relation to that investigation, including by providing us with any information we request from you.
30. If we uphold a complaint and find that the winning or shortlisting of any Entry was unfair or incorrect, we may withdraw the relevant Entry, Award or Special Award, as applicable.

CANCELLATIONS AND REFUNDS

31. If you wish to withdraw your Entry, you must notify us:
- 31.1. by email to awards@spikes.asia or
 - 31.2. through your account at <https://www.spikes.asia/>.
32. We reserve the right to disregard any other form of notification.
33. Subject to Clause 41 of Part A of these Rules (Entries Withdrawn by Us), if you withdraw your Entry on or before 18 December 2025 for any reason, you will be eligible for a refund of your Entry Fee less a processing fee of SGD \$165 OR a credit to use against Entry Fees for the 2027 Spikes Asia Awards.
34. We will process refunds and credits after Spikes Asia 2026 on receipt of a request to finance@spikes.asia
35. If you withdraw your Entry after 18 December 2025, you will not receive a refund or a credit. Any Entry Fees due but unpaid at the time of withdrawal are immediately due and payable.
36. If you withdraw your Entry after 01 February 2026, you cannot enter the Work in subsequent editions of the Spikes Asia Awards in the same Spike, however if the work is Eligible it can be entered into a different Spike.

CHANGING YOUR CATEGORY/SPIKE

37. Before 30 January 2026, you may change the Category or Spike that your Entry has been entered into provided that you will:
- 37.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Spike and the new Category or Spike; and
 - 37.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Spike or Category and the new Category or Spike; and
 - 37.3. be required to pay a processing fee of SGD \$165 if there is a requirement to update the Entry.
38. If we receive Entries for the same piece of work that exceed the maximum number of times a piece of work can be entered into a, Spike, Section or Category before 30 January 2026, if it is possible for us to do so, we will move the Entry into a new eligible Category or Spike provided that if the Category or Spike that your Entry has been entered into changes, you will:
- 38.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Spike and the new Category or Spike; and
 - 38.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Spike or Category and the new Category or Spike or, at your option, withdraw your Entry without refund.
39. If the same piece of work exceeds the maximum number of times a piece of work can be entered into the Spike, Section or Category on or after 30 January 2026, any move of the Entry into a new Category or Spike will be at our absolute discretion and provided that if the Category or Spike that your Entry has been entered into changes, you will:
- 39.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Spike and the new Category or Spike;
 - 39.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Spike or Category and the new Category or Spike or, at your option, withdraw your Entry without refund; and
 - 39.3. be required to pay a processing fee of SGD \$165 if there is a requirement to update the Entry.

DUPLICATE ENTRIES FROM DIFFERENT ENTRANTS

40. If we receive Entries for the same piece of work that exceed the maximum number of times a piece of work can be entered into the Spike, Section or Category from different Entrants (e.g. if a Production Company enters a piece of work that has already been submitted by an Agency), the Entry Fee paid by the subsequent Entrants (i.e. the Entrants which submitted its Entry later in time) may be used by that Entrant:

40.1. to move the Entry to another Spike, Section or Category; provided that the second Entrant will:

- 40.1.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Spike and the new Category or Spike; **and**
- 40.1.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Spike or Category and the new Category or Spike or, at your option, withdraw your Entry without refund; **or**

40.2. to enter a new Entry in its place; provided that the second Entrant will:

- 40.2.1. not be eligible for any refund in respect of any price difference between the Entry Fee payable for the original Category or Spike and the new Category or Spike; **and**
- 40.2.2. be required to pay any additional amount in respect of any price difference between the Entry Fee payable for the original Spiked or Category and the new Category or Spike or, at your option, withdraw your Entry without refund; **or**

40.3. as credit to use against Entry Fees for the 2027 Spikes Asia Awards.

ENTRIES WITHDRAWN BY US

41. We will not refund your Entry Fee where we have withdrawn your Entry because it:

- 41.1. does not comply with the Rules (including the Eligibility Requirements); or
- 41.2. is missing required media/results/information and you have failed to provide the information within a reasonable period (where reasonable period is to be determined by us in our absolute discretion).

MISCELLANEOUS

42. Juries will decide Awards in the following rankings: Grand Prix, Gold, Silver, Bronze or an individual award. It may be necessary to ensure the integrity of the Spikes Asia Awards or our role in the same to instruct a jury to withdraw or not award all rankings on some occasions including to reflect the number of entries received in a Category or Spike and the size of the shortlist. Any decision to instruct a jury to withdraw or not award one or more rankings shall be in our absolute discretion.

43. If you are shortlisted, win an Award or Special Award, any duties, fees and charges accrued from the transporting of any trophies or certificates must be covered by the recipient, not by us.

44. The Spikes Asia trophy and all Spikes Asia branding are the intellectual property, including copyright, design rights and trademark rights, of LIONS and/or our group companies. We have the exclusive right to and not limited to, reproduce, manufacture, copy, and sell the Spikes Asia trophy in any size or medium, and to distribute or exploit the design of the Spikes Asia trophy or reproductions of the same by gift, sale, re-sale or licence. No reproduction, replica or other copy of the Spikes Asia trophy or the Spikes Asia branding may be made or used by any manufacturer, advertiser, organisation or individual except in accordance with these terms unless you have our prior express written consent or a license from us.

45. Where we Display an Entry, we are doing so for the purpose of criticism and review only. Displaying an Entry does not constitute any recommendation, endorsement or promotion of the products or services featured in the Entry by us or any of our affiliates. Subsequent Displays do not represent the views or opinions of us or our affiliates. We and our affiliates do not accept any liability of any kind in respect of any Display or any product or service referred to in any Display.

ENTIRE AGREEMENT

46. Each Entrant acknowledges and agrees that the Rules constitute the entire and only agreement between the Entrant and LIONS. No Entrant has relied upon, nor has been given by us, any warranty, representation, statement, assurance, covenant, agreement, undertaking, indemnity or commitment of any nature whatsoever other than as expressly set out in the Rules. In the event of any clash between these Rules and any other material published by us, these Rules shall take precedence.

INVALIDITY

47. If any provision of the Rules is or becomes invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of any other provision shall not be affected or impaired in any way.

LIABILITY

48. We do not accept any responsibility for any damage, loss, injury or disappointment suffered by any Entrant.
49. Our liability to any Entrant, whether in contract or tort (including negligence), shall be limited to the amount of the Entry Fee. For the avoidance of doubt, we shall not be liable to any Entrant for any indirect, consequential or special loss arising out of, or in connection with, the Spikes Asia Awards and/or Spikes Asia, nor for any loss of profits or business (save that nothing shall exclude our liability for death or personal injury as a result of our negligence or any matters for which liability cannot be excluded or limited under applicable law).

GOVERNING LAW AND JURISDICTION

50. The Rules shall be governed by and construed according to English law and the parties submit to the exclusive jurisdiction of the English courts.
51. In the event of any dispute, controversy or claim between an Entrant and LIONS, arising out of or relating to the Rules, including without limitation regarding its existence, validity or termination (a "**Dispute**"), the parties shall first seek settlement of that Dispute in accordance with the following procedure:
- 51.1. any party alleging a Dispute shall send to the other party a written notice setting out the material particulars of the Dispute ("**Notice of Dispute**"), which must state that it is sent pursuant to this clause; and
- 51.2. thereafter, the parties shall use reasonable endeavours to resolve the Dispute by good faith negotiations between them for a period of four weeks from the date that the Notice of Dispute has been deemed to have been duly served.
52. In the event that the parties cannot settle the Dispute in accordance with Clause 51 of Part A of these Rules (and within the time period stipulated under Clause 51.2 of Part A of these Rules), the Dispute shall be referred to and finally resolved by mediation under CEDR or the parties may mutually agree to arbitration under the LCIA Rules, which LCIA Rules are deemed to be incorporated by reference into this clause. The number of arbitrators shall be one. The seat, or legal place, of arbitration shall be London and the language of the arbitration shall be English.

PART B – ADDITIONAL TERMS AND CONDITIONS THAT APPLY TO SPECIAL AWARDS

INTRODUCTION

1. The Special Awards, to which these additional terms and conditions apply, are as follows:
 - 1.1. Network of the Year Special Award;
 - 1.2. Media Network of the Year Special Award;
 - 1.3. Asia-Pacific Agency of the Year Special Award;
 - 1.4. Agency of the Year by Market Special Award;
 - 1.5. Independent Asia-Pacific Agency of the Year Special Award
 - 1.6. Spikes Palm Special Award; and
 - 1.7. Strategy & Effectiveness Agency of the Year Special Award
2. It may be necessary to ensure the integrity of the Spikes Asia Awards or our role in the same to withdraw or not publish all rankings on some occasions including to reflect the points awarded. Any decision to withdraw or not publish one or more rankings shall be in our absolute discretion.
3. We may decide to publish additional rankings. Any decision to publish additional rankings will be in our absolute discretion.
4. The entry into, and awarding of, the Special Awards is governed by the Rules. In the event of any discrepancy between any of the different Parts of the Rules applying to Special Awards (i.e. Parts A, B and/or C), the order of precedence for Special Awards shall be as follows:
 - 4.1. Part B (Additional Terms and Conditions that apply to Special Awards only); then
 - 4.2. Part C (Special Awards Rules); then
 - 4.3. Part A (General Terms and Conditions that apply to all Spikes Asia Awards and Special Awards).
5. Certain Entries will be shortlisted for or win Awards. Those Companies which are shortlisted for or win Awards will be given points which will count for all Special Awards for which those Companies are eligible, as set out in Part C of these Rules.
6. To ensure the integrity of the Special Awards and/or our role in the same, it may be necessary for one or more Special Awards to be withdrawn or not awarded. Any such decision shall be in our absolute discretion.

COMPANY CREDITING RULES

7. All Companies that worked Significantly on an Entry must be credited in the appropriate role.
8. Each Company credit on your Entry must constitute one geographical office and business. For example, you cannot credit 'Company, China', you must credit 'Company, Beijing' or 'Company, Shanghai'. If two Companies both worked Significantly, they must both be credited.
9. Each separate Company must be credited if they worked Significantly, even if they are geographically based in the same place. For example, if 'Company Health, Beijing' and 'Company, Shanghai' both worked on an Entry they must both be credited, you cannot just credit 'Company Group, Beijing'.
10. The credited Company name must exactly match the Legal/Trading Name of the Company.
11. For all roles excluding Entrant the credited Company must be credited as they were branded/Owned/Affiliated (in accordance with the Ownership Test or Affiliation Test, as applicable) at the time of the Execution of the Entry. For example, Company A and Company B have merged during the Eligibility Period to create Company C. If the Execution took place before the date of completion of the merger, the credited Company must be Company A or Company B, not the new Company C.

CREATIVE TEAM CREDITING

12. Each Entry must credit the creative team.
13. You may submit creative credits up to and including the 20 March 2026. No further additions will be accepted after this date.

LIST OF CURRENT HOLDING COMPANIES AND NETWORKS

14. At time of writing, we consider the Holding Companies to be: Deloitte; Dentsu Group; Enero; Hakuhodo DY Holdings; Havas; Interpublic Group; Omnicom; Plus Company, Publicis Groupe; S4 Capital; Stagwell Inc.; and WPP.
15. At time of writing, we consider the Networks to be: 72andSunny; Accenture Song; AKQA; Anomaly; Asatsu-DK; Bartle Bogle Hegarty; BBDO Worldwide; BCW; BMF; Burson; Cheil Worldwide; Chime Communication; Citizen Relations; Cossette; CPB+; Daiko; DDB Worldwide; dentsu; Deloitte Digital; Design Bridge & Partners; FCB; Forsman & Bodenfors; Gut; Gyro; Havas Creative Network; Hill + Knowlton; Hogarth; Hotwire; Innocean; Landor; Leo; Le Pub, KYU; M&C Saatchi; McCann Worldgroup; Mekanism; Mullenlowe Group; Ogilvy; Omnicom Advertising Collective; Omnicom Brand Consulting Group; Omnicom PR Group; Orchard; Publicis Worldwide; R/GA; Saatchi & Saatchi; TBWA Worldwide; The Brandtech Group; The North Alliance; T&Pm; The&Partnership; VaynerMedia; We are Social; VML; and Yomiko.
16. At the time of writing, we consider the Healthcare Networks to be: CDM Group; DDB Health; FCB Health; Havas Health Network; McCann Health; Ogilvy Health; Publicis Health; Real Chemistry; TBWA\Worldhealth and VML Health.
17. At the time of writing, we consider the Media Networks to be: Carat; Dentsu X; Digitas; EssenceMediacom; Havas Media Network; Hakuhodo DY Media Partners; Hearts & Science; Initiative; iProspect; Kinetic; Mediahub; MediaPlus, Mindshare; OMD Worldwide; Posterscope; PHD Worldwide; Starcom; The Spark Foundry; UM; Wavemaker; and Zenith.
18. At the time of writing, we consider the Independent Networks to be: and_us; Edelman; Fred & Farid; Jung von Matt; Maruri; Mother; Rethink; Serviceplan Group; Special Group and Wieden & Kennedy.
19. At the time of writing, we consider the Independent Healthcare Networks to be: Klick Health, Syneos Health and The Bloc Partners.
20. We may update the lists of Holding Companies and Networks set out in Clauses 14 to 19 inclusive of Part B of these Rules at our absolute discretion. For example, if we become aware that one of the Networks is involved in a sale, merger or acquisition that means that it is no longer a Network, we may remove it from the list. We will notify any Holding Company or Network that is added to or removed from the relevant list.
21. If you wish to propose any change to the lists of Holding Companies, Networks, Healthcare Networks, Media Networks, and/or Independent Healthcare Networks set out in Clauses 14 to 19 inclusive of Part B of these Rules, please contact us by no later than 30 September 2026. We shall have ultimate discretion to decide the status of any particular entity and our decision shall be final and binding.

VALIDATION PROCESS AND PROCEDURE FOR SPECIAL AWARDS

22. Companies must declare, at the time of entry into the Spikes Asia Awards, which, if any, Network, Independent Network, Healthcare Network, Media Network and/or Holding Company each credited Company is Owned by or Affiliated with.
23. All Companies are required to make due and careful enquiry of their legal counsel, company secretary, or Chief Financial Officer to establish ownership and/or affiliation, in accordance with the applicable Ownership and/or Affiliation Tests.
24. For the avoidance of doubt, if the Ownership or Affiliation of a Company, Network, Healthcare Network, Media Network, Independent Network or Independent Healthcare Network changes during the Eligibility Period, points will only be awarded to reflect the new Ownership or Affiliation where the Ownership or Affiliation Test (as applicable) has been satisfied at the time of Execution of any relevant Entry, failing which the points for that Entry will be allocated according to the previous Ownership or Affiliation.

VALIDATION PROCESS

25. **Stage 1: Up to and including, 14 January 2026.**
 - 25.1. During stage 1 of the Validation Process, we will, in our absolute discretion, mandate that certain Holding Companies, Networks, Independent Networks, Media Networks, Independent Healthcare Networks and Healthcare Networks nominate an authorised Representative of sufficient seniority to validate the information provided to LIONS during the Validation Process (the “**Representative**”).
 - 25.2. The relevant Holding Companies, Networks, Independent Networks, Media Networks and Healthcare Networks which must nominate a Representative will be informed by us of this requirement by 07 January 2026 and will have until 14 January 2026 to inform us of the identity of the Representative.
 - 25.3. The Representative must be an individual of sufficient seniority to enable them to carry out the required function of verifying information. By way of example only, individuals will be deemed to be of sufficient seniority if they occupy the role of Chief Creative Officer, Chief Financial Officer or Chief Executive Officer, their direct reports or someone who is authorised to act by them.
 - 25.4. We reserve the right to reject the nominated Representative as being of insufficient seniority, and to request an alternative nominee.

- 25.5. We will, in our absolute discretion, consider allowing more than one Representative to be nominated for each Holding Company, Network, Independent Network, Media Network, Independent Healthcare Networks or Healthcare Network.
- 25.6. Once nominated, the Representatives cannot be changed by request of the relevant Holding Company, Network, Independent Network, Media Network and/or Healthcare Network save in exceptional circumstances (for example, death, termination of employment, or incapacity).
26. **Stage 2:** 29 January 2026 to 5pm GMT, 05 March 2026:
- 26.1. We will make available online to all Representatives the full available list of Companies credited to the 2026 Spikes Asia Awards (the “**2026 Spikes Asia Companies List**”).
- 26.2. During this stage 2 only, Representatives may submit to any of our comments, corrections, or challenges to the 2026 Spikes Asia Companies List. Such submissions will not be considered by us unless they are accompanied by appropriate evidence (whether through invoices, terms and conditions, contracts, or website branding).
- 26.3. By 5pm GMT on 05 March 2026 (the “**Final Deadline**”), each Representative must submit the relevant, signed Declaration Form(s) to us. The failure by a Representative (or Representatives, as the case may be) to submit a signed Declaration Form by the Final Deadline will result in the automatic exclusion from the calculation of the Special Awards of the relevant Holding Company, Network, Independent Network, Independent Healthcare Network, Media Network or Healthcare Network.
- 26.4. We may, in exceptional circumstances (and in our absolute discretion), stipulate an extension to the Final Deadline for a given Representative if strictly necessary to uphold the Guiding Principles. For the avoidance of doubt, we will not consider the disadvantage of the Representative’s represented entity in itself as an exceptional circumstance.
27. Subject to Clause 26 of this Part B of these Rules, after the Final Deadline, all information regarding Companies will be considered ‘locked in’ and no further information or requests for amendments to Company data will be considered for the purposes of calculations for Special Awards.
28. If a Company is not listed in the 2026 Spikes Asia Companies List, and we do not receive a request before the Final Deadline to include that Company in the 2026 Spikes Asia Companies List, we shall have no obligation to include that Company in calculation of the Special Awards.

DISQUALIFICATION AND DISCRETION

29. Companies must cooperate with us and Representatives must provide us with:
- 29.1. accurate information;
- 29.2. sufficient evidence to enable us to determine whether a Company is Affiliated with or Owned by a Network, Independent Network, Independent Healthcare Network, Holding Company, Media Network and/or Healthcare Network (examples of appropriate information may include contracts, ownership documents or change of branding on websites); and
- 29.3. the relevant, signed Declaration Form(s) in each case, by the Final Deadline.
30. We shall have absolute discretion in determining:
- 30.1. a Company’s eligibility for a Special Award;
- 30.2. whether a Company falls within a Network, Holding Company, Independent Healthcare Network, Independent Network, Media Network and/or Healthcare Network;
- 30.3. whether a Company has submitted false, deliberately misleading or fraudulent information; and
- 30.4. whether any correction is necessary to ensure the accuracy and integrity of the Special Awards or our role in the same.
31. Further to Clause 30.4 above, we reserve the right to amend Entrant details, at our absolute discretion, where in our reasonable opinion the Entrant details are incorrect, due to an administrative error on the part of the Entrant.
32. We will not be responsible for omissions or wrongful inclusions caused by it being provided with inaccurate or insufficient information.
33. We shall have the right to disqualify at any time any Company which has submitted false, deliberately misleading or fraudulent information.

CONFIDENTIALITY

34. We will not divulge to any person, except to its professional representatives or advisers or as may be required by law or any legal or regulatory authority, any information received during the Validation Process or otherwise which is identified by the Representative (acting reasonably), at the time of provision, as confidential.
35. For the avoidance of doubt, if information is provided to us without being identified as confidential, we shall not treat that information as confidential.

NETWORK OF THE YEAR SPECIAL AWARD

1. **Overview and Criteria:** The Network of the Year Special Award is given to the Network Parent Company in the Asia Pacific region of the Network, Healthcare Network, Independent Network or Independent Healthcare Network whose members are the most successful overall for Entries in the 2026 Spikes Asia Awards (in accordance with the below allocation of points).
 - 1.1. If a Network or Independent Network owns a Healthcare Network or Independent Healthcare Network, or is affiliated with a Healthcare Network or Agency or Independent Healthcare Network or Agency through its Legal/Trading Name, the Network or Independent Network will include the Healthcare Network or Independent Healthcare Network points in their total. For example, any points accumulated by Havas Health & You will be added to the Havas Creative points total.
 - 1.2. Members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network for the Network of the Year Special Award shall be those Companies which satisfy either:
 - 1.2.1. the Ownership Test; or
 - 1.2.2. the Affiliation Test,as at the time of Execution of the relevant Entries.
 - 1.3. For points to be allocated to a Network in relation to the relevant Entries, the Network's ownership of, or affiliation with, the Company (for the purpose of the Ownership Test or Affiliation Test, as applicable) must exist at the time of Execution of the relevant Entry Execution of the Entry. For the avoidance of doubt, all limbs of the relevant test must be satisfied at the time of Execution of the relevant Entries.
2. **Points:** Members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network will be allocated the following number of points for each of the following Awards:

35 points for a Creative Effectiveness Grand Prix Award
30 points for all other Grand Prix Awards, including Grand Prix for Good Award
15 points for all other Awards
15 points for a Gold Award
7 points for a Silver Award
3 points for a Bronze Award
1 point for a shortlist position

All Companies credited with an Idea Creation Role on all shortlisted or winning Entries are eligible to accrue points towards the Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Network, Healthcare Networks, Independent Network or Independent Healthcare Network if the company satisfies the Ownership Test or the Affiliation Test.
3. **Calculation:** The winner of the Network of the Year Special Award will be the Network, Healthcare Network, Independent Network or Independent Healthcare Network whose members obtain the most points for shortlisted and awarded Entries in aggregate in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Awards won by members of a Network, Healthcare Network, Independent Network or Independent Healthcare Network; and
 - 3.1.2. the total points from the remaining shortlisted Entries of members of a Network, Healthcare Network, Independent Healthcare Network or Independent Network, save that a Network, Healthcare Network, Independent Healthcare Network or Independent Network member's points will only count towards the overall total if the Company in question was a Network, Healthcare Network, Independent Healthcare Network or Independent Network member on the date that its Award-winning or shortlisted Entry or Campaign was initially launched, released, published or aired.
 - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.
 - 4.1. If a shortlisted or winning Entry has been credited in the Idea Creation Role to more than one Company:
 - 4.1.1. from the same Network, Healthcare Network, Independent Healthcare Network or Independent Network, the full points awarded to the Entry will go to that Network, Healthcare Network, Independent Healthcare Network or Independent Network;

- 4.1.2. from different Network, Healthcare Network, Independent Healthcare Network or Independent Network, the points awarded to the Entry will be shared equally between both Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Award co-credited with Agency B, which belongs to Network B, then the points will be shared equally between both Networks); and
 - 4.1.3. if one Company is not affiliated to a Network, Healthcare Network, Independent Healthcare Network or Independent Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Network, Healthcare Network, Independent Healthcare Network or Independent Network) will count for the purposes of the Network of the Year Special Award and will be awarded to the relevant Network, Healthcare Network, Independent Healthcare Network or Independent Network (for example, if Agency A belonging to Network A wins a Gold Award and is co-credited with Independent Agency B, then only half of the total points will count for the purposes of the Network of the Year Special Award and will be given to Network A).
 - 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for an Award, the points which accrue by reason of that Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
- 5. Campaign Points:**
- 5.1. If an entry is awarded a Campaign Award, Entries will also be awarded Campaign Points.
 - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Execution of Work that wins a Silver Campaign Award, then Agency A will receive 2.5 points (7 points for the Silver Award + 3 Campaign Points = 10 points divided by 4).
- 6. Total Tied Points:** In the case of a tie between Network, Healthcare Network, Independent Healthcare Network or Independent Network in the number of points won by their respective Companies, the winner will be determined in accordance with the following formula:
- 6.1. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest overall number of Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
 - 6.2. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the highest number of highest-ranking Awards is the winner. If there is still a tie between Networks/Independent Networks, then;
 - 6.3. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most Campaign Points is the winner. If there is still a tie between Networks/Independent Networks, then;
 - 6.4. the Network, Healthcare Network, Independent Healthcare Network or Independent Network with the most shortlist points is the winner.

MEDIA NETWORK OF THE YEAR SPECIAL AWARD

1. **Overview and Criteria:** The Media Network of the Year Special Award is given to the Media Network in the Asia Pacific Region whose members are the most successful overall for Entries in the 2026 Spikes Asia Awards for Entries in the Media Spikes Asia Award (in accordance with the below allocation of points).
 - 1.1. Members of a Media Network for the purposes of the Media Network of the Year Special Award shall be those Companies which satisfy either:
 - 1.1.1. the Media Network Ownership Test; or
 - 1.1.2. the Media Network Affiliation Test,as at the time of Execution of the relevant Entries.
 - 1.2. All Entries in the Media Spike with a credited Company in the Media Placement Role are eligible to accrue points, regardless of the Entrant.
 - 1.3. Any Company submitting an Entry to Media Spike where the services of an external Company were used to provide strategy and/or for the purchase of media placement must credit that Company in the Entry submission.
 - 1.4. Notwithstanding this, we shall have absolute discretion in determining a Media Network's eligibility for this Special Award.
 - 1.5. For points to be allocated to a Media Network in relation to the relevant Entries, the Media Network's ownership of, or affiliation with, the Company (for the purpose of the Media Network Ownership Test or Media Network Affiliation Test, as applicable) must exist at the time of Execution of the relevant Entry. For the avoidance of doubt, all limbs of the relevant test must be satisfied at the time of Execution of the relevant Entries.
2. **Points:** The allocation of points used to calculate the Media Network of the Year Special Award is as follows:

30 points for all other Grand Prix Awards, including Grand Prix for Good Award
15 points for all other Awards
15 points for a Gold Award
7 points for a Silver Award
3 points for a Bronze Award
1 point for a shortlist position

Media Companies credited with a Media Placement Role on all shortlisted or winning Media Spike entries are eligible to accrue points towards the Media Network of the Year Special Award. Points accrued by Companies credited are only assigned to a Media Network if the company satisfies the Media Network Ownership Test or the Media Network Affiliation Test.
3. **Calculation:** The winner of the Media Network of the Year Special Award will be the Media Network whose members accrue the most points for shortlisted and awarded Entries in Media Spikes Asia Award, in accordance with the above allocation of points.
 - 3.1. The total points accrued by each Media Network is calculated by adding:
 - 3.1.1. the total points from Media Spike awarded to members of a Media Network; and
 - 3.1.2. the total points from the remaining shortlisted Entries of members of a Media Network, save that a Media Network member's points will only count towards the Media Network's overall total if the Company in question was a Network member on the date that its Award-winning or shortlisted Entry was initially launched, released, published or aired.
 - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company in the Media Placement Role, the points awarded to the Entry will be divided equally among the Agencies and Companies.
 - 4.1. If a shortlisted or winning Entry has been credited in the Media Placement Role to more than one Company:
 - 4.1.1. from the same Media Network, the full points awarded to the Entry will go to that Media Network;
 - 4.1.2. from different Media Networks, the points awarded to the Entry will be shared equally between both Media Networks (for example, if Media Agency A belonging to Media Network A wins a Gold Award credited with Media Agency B, which belongs to Media Network B, then the points will be shared equally between both Networks); and
 - 4.1.3. if one Company is not affiliated to a Media Network, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Company that is from a Media Network) will count for the purposes of the Media Network of the Year Special Award and will be awarded to the relevant Network (for example, if Media Agency A

belonging to Media Network A wins a Gold Award and is co-credited with Independent Media Agency B, then only half of the total points will count for the purposes of the Media Network of the Year Special Award and will be given to Media Network A).

- 4.2. In the event of a Mixed Ownership Company winning or being shortlisted for an Award, the points which accrue by reason of that Award or shortlist position will be split equally between all constituent entities which own at least 20% or more of the Mixed Ownership Company (for example, if a Mixed Ownership Company is owned in equal proportions by three Companies, each of those three Companies will receive one-third of the points which accrue).
5. **Total Tied points:** In the case of a tie between Media Networks in the number of points won by their respective members, the winner will be determined in accordance with the following formula:
 - 5.1. the Media Network with the highest overall number of Awards is the winner. If there is still a tie between Networks, then;
 - 5.2. the Media Network with the highest number of highest-ranking Awards is the winner. If there is still a tie between Networks, then;
 - 5.3. the Media Network with the most shortlist points is the winner.

AGENCY OF THE YEAR SPECIAL AWARD

1. **Overview and Criteria:** The Agency of the Year Special Award is given to the Agency in the Asia Pacific Region that obtains the most points overall for Entries in the 2026 Spikes Asia Awards, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the Agency of the Year Special Award is as follows:

35 points for a Creative Effectiveness Grand Prix Award
30 points for all other Grand Prix Awards, including Grand Prix for Good Award
15 points for all other Awards
15 points for a Gold Award
7 points for a Silver Award
3 points for a Bronze Award
1 point for a shortlist position

Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.

3. **Calculation:** The winner of the Agency of the Year Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.

3.1. The total is calculated by adding:

3.1.1. the total points from Awards that have been awarded to Agencies; and

3.1.2. the total points from the remaining shortlisted Entries of Agencies.

3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

3.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10.

4. Multiple Entries:

- 4.1. If the same creative Work or Execution is entered more than once within one Spike and is shortlisted and/or wins multiple times, only the points for the highest Award or the highest points scoring Campaign Award are counted. If the Work or Execution is only shortlisted within an individual Spike, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Spike.

For example, if a piece of creative Work wins an Award and the same Work also wins another Award within that Spike, only the highest scoring Award counts. This rule is applied only within each Spike; that is, if work wins a Silver Award and a Gold Award in the Direct Spike, only the Gold points are counted. However, if the same Work wins a Silver Award in the Direct Spike and a Gold Award in the PR Spike, both the Silver and Gold points are counted.

- 4.2. If the same creative Work or Execution is entered more than once within one Medium Grouping in the Healthcare Spike and is shortlisted and/or wins multiple times, only the points for the highest Award or the highest points scoring Campaign Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.

- 4.3. For the avoidance of doubt the Medium Groupings within the Healthcare Spike are classed as:

Audio & Radio;
Brand Experience & Activation and Direct;
Creative Data;
Digital Craft;
Entertainment;
Film Craft;
Film;
Healthcare Product Innovation;
Integrated;
Mobile;
Print & Publishing, Outdoor and Industry Craft;
PR;
Social & Creator; and
Use of Technology.

5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

6. Campaign Points:

- 6.1. If an Entry is awarded a Campaign Award, Entries will also be awarded Campaign Points.
 - 6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Award, then Agency A will receive 2.5 points (7 points for the Silver Award + 3 Campaign Points = 10 points divided by 4).
7. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:
- 7.1. the Agency with the highest overall number of deduped Awards is the winner. If there is still a tie between Agencies, then;
 - 7.2. the Agency with the highest number of highest-ranking deduped Awards is the winner. If there is still a tie between Agencies, then;
 - 7.3. the Agency with the most points, taking into consideration all duplicated Entries, is the winner. If there is still a tie between Agencies, then;
 - 7.4. the Agency with the highest overall number of Awards, including the deduped Awards is the winner. If there is still a tie between Agencies, then;
 - 7.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
 - 7.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

AGENCY OF THE YEAR BY MARKET SPECIAL AWARD

1. **Overview and Criteria:** The Agency of the Year by Market Special Award is given to the Agency in the Asia Pacific Region that obtains the most points overall for Entries in the 2026 Spikes Asia Awards, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the Agency of the Year Special Award is as follows:

35 points for a Creative Effectiveness Grand Prix Award
30 points for all other Grand Prix Awards, including Grand Prix for Good Award
15 points for all other Awards
15 points for a Gold Award
7 points for a Silver Award
3 points for a Bronze Award
1 point for a shortlist position

Companies credited in an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Agency of the Year by Market Special Award. The exact method for points calculation is outlined in the calculation section below.

3. For the avoidance of doubt, the markets that are eligible to win the Agency of the Year by Market are:

Australia
Bangladesh
Bhutan
Brunei Darussalam
Cambodia
Chinese Taipei
Fiji
Hong Kong SAR
India
Indonesia
Japan
Kazakhstan
Kyrgyzstan
Kiribati
Laos
Mainland China
Macau
Malaysia
Maldives
Marshall Islands
Micronesia
Mongolia
Myanmar
Nauru
Nepal
New Zealand
Pakistan
Palau
Papua New Guinea
Samoa
Singapore
Solomon Islands
South Korea
Sri Lanka
Taiwan
Tajikistan
Thailand
The Philippines
Timor-Leste
Tonga
Turkmenistan
Tuvalu
Uzbekistan
Vanuatu
Vietnam

4. **Calculation:** The winner of the Agency of the Year by Market Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.

- 4.1. The total is calculated by adding:
 - 4.1.1. the total points from Awards that have been awarded to Agencies; and
 - 4.1.2. the total points from the remaining shortlisted Entries of Agencies.
- 4.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
- 4.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10.

5. Multiple Entries:

- 5.1. If the same creative Work or Execution is entered more than once within one Spike and is shortlisted and/or wins multiple times, only the points for the highest Award or the highest points scoring Campaign Award are counted. If the Work or Execution is only shortlisted within an Spike, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Spike.

For example, if a piece of creative Work wins an Award and the same Work also wins another Award within that Spike, only the highest scoring Award counts. This rule is applied only within each Spike; that is, if work wins a Silver Award and a Gold Award in the Direct Spike, only the Gold points are counted. However, if the same Work wins a Silver Award in the Direct Spike and a Gold Award in the PR Spike, both the Silver and Gold points are counted.

- 5.2. If the same creative Work or Execution is entered more than once within one Medium Grouping in the Healthcare Spike and is shortlisted and/or wins multiple times, only the points for the highest Award or the highest points scoring Campaign Award are counted. If the Work or Execution is only shortlisted within an Individual Medium Grouping, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Medium Grouping.
- 5.3. For the avoidance of doubt the Medium Groupings within the Healthcare Spike are classed as:

Audio & Radio;
 Brand Experience & Activation and Direct;
 Creative Data;
 Digital Craft;
 Entertainment;
 Film Craft;
 Film;
 Healthcare Product Innovation;
 Integrated;
 Mobile;
 Print & Publishing, Outdoor and Industry Craft;
 PR;
 Social & Creator; and
 Use of Technology.

6. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

7. Campaign Points:

- 7.1. If an Entry is awarded a Campaign Award, Entries will also be awarded Campaign Points.
- 7.2. Where different Companies have been credited to separate Executions of an awarded Campaign Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Award, then Agency A will receive 2.5 points (7 points for the Silver Award + 3 Campaign Points = 10 points divided by 4).

8. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:

- 8.1. the Agency with the highest overall number of deduped Awards is the winner. If there is still a tie between Agencies, then;
- 8.2. the Agency with the highest number of highest-ranking deduped Awards is the winner. If there is still a tie between Agencies, then;
- 8.3. The Agency with the most points, taking into consideration all duplicated Entries, is the winner. If there is still a tie between Agencies, then;

- 8.4. the Agency with the highest overall number of Awards, including the deduped Awards is the winner. If there is still a tie between Agencies, then;
- 8.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
- 8.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

INDEPENDENT AGENCY OF THE YEAR SPECIAL AWARD

1. **Overview and Criteria:** The Independent Agency of the Year Special Award is given to the Independent Agency in the Asia Pacific Region that obtains the most points overall for Entries in the 2026 Spikes Asia Awards, according to the below allocation of points.
2. **Points:** The allocation of points used to calculate the Independent Agency of the Year Special Award is as follows:
 - 35 points for a Creative Effectiveness Grand Prix Award
 - 30 points for all other Grand Prix Awards, including Grand Prix for Good Award
 - 15 points for all other Awards
 - 15 points for a Gold Award
 - 7 points for a Silver Award
 - 3 points for a Bronze Award
 - 1 point for a shortlist position
- 2.1. Companies credited with an Idea Creation Role on all shortlisted or winning Awards are eligible to accrue points towards the Independent Agency of the Year Special Award. Only independent agencies as outlined in the Rules for Special Awards are eligible to accrue points towards the Independent Agency of the Year Special Award.
- 2.2. For a Company to be considered for the Independent Agency of the Year Special Award a Representative from the Company will need to sign Declaration Form 3 (if they are part of an Independent Network) or Declaration Form 4 (If they are not part of an Independent Network).
3. **Calculation:** The winner of the Independent Agency of the Year Special Award will be the Independent Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Awards that have been won by Independent Agencies; and
 - 3.1.2. the total points from the remaining shortlisted Entries of Independent Agencies.
 - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
4. **Shared Points:**
 - 4.1. If a shortlisted or winning Entry has been credited to more than one Company in the Idea Creation Role the points awarded to the Entry will be divided equally among the Companies eligible. For the avoidance of doubt Independent PR Agencies and Independent Media Agencies are eligible to receive points for Independent Agency of the Year Special Award.
 - 4.2. If a shortlisted or winning Entry has been credited to more than one Company and one is not an Independent Agency, then only half of the points awarded to the Entry (or the relevant equal proportion associated with the Independent Agency) will count for the purposes of the Independent Agency of the Year Special Award and will be awarded to the relevant Independent Agency (for example, if Independent Agency A wins a Gold Award and is co-credited with non-independent Company B, then only half of the total points will count for the purposes of the Independent Agency of the Year Award and will be given to Independent Agency A).
5. **Campaign Points:**
 - 5.1. If an Entry is awarded a Campaign Award, Entries will also be awarded Campaign Points.
 - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Award, then Agency A will receive 2.5 points (7 points for the Silver Award + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between the total number of points won by Independent Agencies, the winner will be determined in accordance with the following formula:
 - 6.1. the Independent Agency with the highest overall number of Awards, is the winner. If there is still a tie between Independent Agencies, then;
 - 6.2. the Independent Agency with the highest number of highest-ranking Awards is the winner. If there is still a tie between Independent Agencies, then;
 - 6.3. the Independent Agency with the most Campaign Points is the winner; If there is still a tie between Independent Agencies, then;

6.4. the Independent Agency with the most shortlist points is the winner.

THE SPIKES PALM SPECIAL AWARD

1. **Overview and Criteria:** The Spikes Palm honours the Production Company in the Asia Pacific Region that obtains the most points overall for Entries in the Digital Craft, Entertainment (Categories A01, A02, A03, F01), Gaming (A01), Music (A01), Film & Film Craft Spikes as well as Digital Craft, Entertainment, Film, Film Craft & Mobile Mediums in the Healthcare Spike, in the 2026 Spikes Asia Awards, according to the below allocation of points:
 - 1.1. If an entry from the Spike, Category of Mediums above is the Grand Prix for Good Winner, they will receive the Grand Prix points towards the Spikes Palm Special Award.
 - 1.2. If a Production Company has more than one office in a country, points from those offices will be aggregated. Points will be aggregated where: (a) the offices share a Legal/Trading Name (e.g. 'Production Company A, New York' and 'Production Company A, Chicago'); or (b) the offices share the same Owner and are different branches of the same Company.
2. **Points:** The allocation of points used to calculate the Spikes Palm Special Award is as follows:

30 points for all other Grand Prix Awards, including Grand Prix for Good Award
15 points for all other Awards
15 points for a Gold Award
7 points for a Silver Award
3 points for a Bronze Award
1 point for a shortlist position

 - 2.1. Production Companies credited in the Production Role in the Digital Craft, Entertainment (Categories A01, A02, A03, F01), Film & Film Craft Spikes will automatically contribute to the Spikes Palm Special Award; and
 - 2.2. Production Companies credited in the Production Role in the Digital Craft, Entertainment, Film, Film Craft & Mobile Mediums within the Healthcare Spike will also automatically contribute to the Spikes Palm Special Award.
 - 2.3. For the avoidance of doubt Companies credited in the Post-production Role are not eligible to accrue points for the Spikes Palm Special Award.
3. **Calculation:** The winner of the Spikes Palm Special Award will be the Production Company that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.
 - 3.1. The total is calculated by adding:
 - 3.1.1. the total points from Awards that have been won by Production Companies; and
 - 3.1.2. the total points from the remaining shortlisted Entries of Production Companies.
 - 3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.
 - 3.3. The maximum number of points awarded to a Production Company for shortlisted Entries is 10.
4. **Shared Points:** If a shortlisted or winning Entry has been credited to more than one Company the points awarded to the Entry will be divided equally among the Companies credited.
5. **Campaign Points:**
 - 5.1. If an Entry is awarded a Campaign Award, Entries will also be awarded Campaign Points.
 - 5.2. Where different Companies have been credited to separate Executions of an awarded Campaign Award, the points will be divided pro-rata. For example, if Production Company A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Award, then Production Company A will receive 2.5 points (7 points for the Silver Award + 3 Campaign Points = 10 points divided by 4).
6. **Total Tied Points:** In the case of a tie between the total number of points won by Production Companies, the winner will be determined in accordance with the following formula:
 - 6.1. the Production Company with the highest overall number of Awards, is the winner. If there is still a tie between Production Companies, then;
 - 6.2. the Production Company with the highest number of highest-ranking Awards is the winner. If there is still a tie between Production Companies, then;
 - 6.3. the Production Company with the most Campaign Points is the winner. If there is still a tie between Production Companies, then;

6.4. the Production Company with the most shortlist points is the winner.

1. **Overview and Criteria:** The Strategy & Effectiveness Agency of the Year Special Award is given to the Agency that obtains the most points overall for Entries in Creative Effectiveness Spike and the Creative Strategy Spike, according to the below allocation of points.

2. **Points:** The allocation of points used to calculate the Asia-Pacific Agency of the Year Special Award is as follows:

35 points for a Creative Effectiveness Grand Prix Award

30 points for Creative Strategy Grand Prix Award

15 points for a Gold Award

15 points for all other Awards

7 points for a Silver Award

3 points for a Bronze Award

1 point for a shortlist position

2.1 Companies credited in an Idea Creation Role on all shortlisted or winning Awards in Creative Effectiveness Spike and the Creative Strategy Spike are eligible to accrue points towards the Strategy & Effectiveness Agency of the Year Special Award. The exact method for points calculation is outlined in the calculation section below.

3. **Calculation:** The winner of the Strategy & Effectiveness Agency of the Year Special Award will be the Agency that obtains the most points in aggregate for shortlisted or awarded Entries in accordance with the above allocation of points.

3.1 The total is calculated by adding:

3.1.1. the total points from Awards that have been awarded to Agencies; and

3.1.2. the total points from the remaining shortlisted Entries of Agencies.

3.2. If an Entry is shortlisted and then goes on to win an Award, the shortlist point is no longer counted.

3.3. The maximum number of points awarded to an Agency for shortlisted Entries is 10.

4. **Multiple Entries:**

4.1. If the same creative Work or Execution is entered more than once within one Spike and is shortlisted and/or wins multiple times, only the points for the highest Award or the highest points scoring Campaign Spike are counted. If the work or execution is only shortlisted within an Individual Spike, then only 1 point will be counted, regardless of the number of times it is shortlisted within that Spike.

4.1.1. For example, if a piece of creative Work wins an Award and the same Work also wins another Award within that Spike, only the highest scoring Award counts. This rule is applied only within each Spike; that is, if work wins a Silver Award and a Gold Award in the creative Strategy Spikes, only the Gold points are counted. However, if the same Work wins a Silver Award in the Creative Effectiveness Spikes and a Gold Award in Creative Strategy Spikes, both the Silver and Gold points are counted.

5. **Shared Points:** If a shortlisted or winning Entry has been credited to more than Company with an Idea Creation Role, the points awarded to the Entry will be divided equally among the Companies credited.

6. **Campaign Points**

6.1. If an Entry is awarded a Campaign Spikes Award, Entries will also be awarded Campaign Points.

6.2. Where different Companies have been credited to separate Executions of an awarded Campaign Award, the points will be divided pro-rata. For example, if Agency A is credited with only 1 Execution of a 4-part Multiple Executions of Works that wins a Silver Campaign Award, then Agency A will receive 2.5 points (7 points for the Silver Award + 3 Campaign Points = 10 points divided by 4).

7. **Total Tied Points:** In the case of a tie between the total number of points won by Agencies, the winner will be determined in accordance with the following formula:

7.1. the Agency with the highest overall number of deduped Awards is the winner. If there is still a tie between Agencies, then;

7.2. the Agency with the highest number of highest-ranking deduped Awards is the winner. If there is still a tie between Agencies, then;

7.3. the Agency with the most points, taking into consideration all duplicated Entries, is the winner. If there is still a tie between Agencies, then;

- 7.4. the Agency with the highest overall number of Awards, including the deduped Awards is the winner. If there is still a tie between Agencies, then;
- 7.5. the Agency with the most Campaign Points is the winner. If there is still a tie between Agencies, then;
- 7.6. the Agency with the most shortlist points, disregarding the cap of 10, is the winner.

1. If an Entry is awarded a Gold Award or equivalent Award in any Spike then it is eligible to be awarded either a Grand Prix or a Grand Prix for Good subject to the relevant criteria below.
2. For avoidance of doubt an Entry cannot be eligible for both the Grand Prix and the Grand Prix for Good

Grand Prix

- 2.1. An Entry is eligible for a Grand Prix if it is awarded a Gold or equivalent Award and one of the Brands it was created for is:
 - 2.1.1. any national or local government;
 - 2.1.2. any profit making social enterprise, regardless of what the profit is utilised for
 - 2.1.3. a commercial/for profit Brand, regardless of the message in the Entry;
 - 2.1.4. a company that sells products or services for commercial gain, regardless of the use of the product;
 - 2.1.5. the purposes of paid recruitment, even if it is for a charity, not-for-profit or NGO Brand (e.g. recruitment for charities, medical establishments etc.); or
 - 2.1.6. any company that sells items not-for-profit, where this results in a corporate image or PR benefit for a for profit Brand.

Grand Prix for Good

- 2.2. The Grand Prix for Good is a specialist Spike. Work cannot be entered directly but becomes eligible if:
 - 2.2.1. an Entry is awarded a Gold or equivalent Award in any Spike; and
 - 2.2.2. the Brand is considered as a charity, not-for-profit organisation or NGO.
- 2.3. An Entry is eligible for the Grand Prix for Good if the Work was produced for:
 - 2.3.1. one or more charities, not-for-profits or NGO Brands only; or
 - 2.3.2. any event produced or put on by charity, not-for-profit or NGO Brands where the profits are used for charitable aims only.
- 2.4. Examples of Entries that may be eligible for a Grand Prix for Good include work created for the following: charities; charitable funds; charitable foundations; appeals; donations; NGOs; not-for-profit unions & associations; and not-for-profit facilities such as libraries and museums (Entrants must provide evidence that the library or museum is not-for-profit).
- 2.5. If a piece of work wins a Creative Effectiveness Gold Award in 2026 it will only be eligible for the Grand Prix for Good if it was only awarded a Silver or Bronze Award or was shortlisted only in 2023, 2024 or 2025.
- 2.6. An Entry that is eligible for the Grand Prix for Good is not eligible for any other Grand Prix.
3. For the avoidance of doubt if the Work creates profits for individuals or shareholders or creates tangible PR or corporate image benefit for a Brand that creates profits for individuals or shareholders, the Entry will be ineligible for the Grand Prix for Good.
4. For the avoidance of doubt where an entry is associated with the commercial, rather than charitable or not-for-profit, part of an organisation, it will not be considered as being for NFP or charitable purposes
5. We have absolute discretion to decide if an Entry is eligible for a Grand Prix or a Grand Prix for Good. We retain the right to contact Brands or other interested parties to ask for any information we need to make that decision. Our decision shall be final and binding.

GLOSSARY - PART E

In these Rules and associated Entry Kits, unless otherwise stated, the following words shall have the following meanings:

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| “2026 Spikes Asia Companies List” | means the information in respect of the 2026 Entries which we make available online to Representatives, as set out in Clause 26 of Part B of these Rules, including all Companies credited in Entries to the 2026 Spikes Asia Awards; |
| “Additional Requirements” | means any additional Eligibility Requirements set out on our website https://www.spikes.asia/ (e.g. in an entry kit); |
| “Affiliated” | means a Company that satisfies the applicable Affiliation Test, in relation to the relevant Special Award for which it is eligible; |
| “Affiliation Test” | means one of: the Healthcare Network Affiliation Test; the Media Network Affiliation Test; the Independent Affiliation Test; the Independent Healthcare Network Affiliation Test; or the Network Affiliation Test (together being the “Affiliation Tests”); |
| “Agency” (plural “Agencies”) | means a single office of an advertising, communications, PR, design or other agency that is a service-based business dedicated to creating advertising and other forms of promotional marketing and communications in any media for Brands; |
| “Asia Pacific Region” | means the region that includes the following locations: Australia Bangladesh Bhutan Brunei Darussalam Cambodia Chinese Taipei Fiji Hong Kong SAR India Indonesia Japan Kazakhstan Kyrgyzstan Kiribati Laos Mainland China Macau Malaysia Maldives Marshall Islands Micronesia Mongolia Myanmar Nauru Nepal New Zealand Pakistan Palau Papua New Guinea Samoa Singapore Solomon Islands South Korea Sri Lanka Taiwan Tajikistan Thailand The Philippines Timor-Leste Tonga Turkmenistan Tuvalu Uzbekistan Vanuatu Vietnam |
| “Audience” | means the intended consumer, internal or business to business recipient or readership of a publication, advertisement, marketing activity or other branded communication; |

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| “Award” | means an award which is determined by jury, and awarded during the Spikes Asia Awards, given to an Entrant as a result of an Entry winning within a Category. References to types of Awards (e.g. Gold Award, Silver Award) are references to the specific rankings of the Awards; |
| “Brand” | for the purposes of the Entry system only also mean the organisation whose products or services are being communicated in the Entry; |
| “Campaign Award” | means an Award given for a series of two or more Executions of the same creative idea, advertising the same product/service, via the same medium; entered into the same Category within a Spike; |
| “Campaign Points” | means those points which are awarded when a Campaign Award is awarded. For the purpose of calculating Campaign Points, a Campaign Award as a whole will be considered as one Award. The Entry's shortlist points will be converted into a combination of points attributable to winning the Award and Campaign Points corresponding to the number of Executions within the Multiple Executions of Works. For example, where a Campaign Award, featuring three Executions, wins a Gold Campaign Award, the entry will be awarded fifteen points for the Campaign Award, plus two Campaign Points for the remaining Executions; |
| “Category” | means a constituent category within a Section, e.g. A05. Automotive; |
| “Commissioning Brand” | means any Brand which provided permission for their brand to be promoted in Work; |
| “Company” (plural “Companies”) | means an Agency, Client/Brand, Post-Production Company or Production Company (whether incorporated or not, and in any corporate form); |
| “Declaration Form(s)” | means Declaration Form 1 and, if required in accordance with the Network Affiliate Tests, part (c), Declaration Form 2; and, if required with the Independent Agency of the Year, Declaration Forms 3 or 4 (as applicable). |
| “Declaration Form 1” | means the form submitted by each Representative confirming that they have been authorised to validate the ownership or affiliation of Companies on behalf of their Network and/or Holding Company and that the information submitted is correct and true; |
| “Declaration Form 2” | means the form submitted by the relevant Representatives to verify the affiliation of Companies with their Network and/or Holding Company in accordance with the Network Affiliate Tests, part (c); |
| “Declaration Form 3” | means the form submitted by the relevant Representatives to verify their Network is Independent in accordance with the Independent Network Ownership Test; |
| “Declaration Form 4” | means the form submitted by the relevant Representatives to verify their Agency is Independent in accordance with the definition in the Glossary of an Independent Agency; |
| “Display” | means a feature, display, exhibition or presentation of an Entry or Entries; |
| “Dispute” | has the meaning given to it in Clause 51 of Part A of these Rules; |
| “Eligibility Requirements” | has the meaning given to it in Clause 5 of Part A of these Rules; |
| “Eligibility Period” | means 01 January 2025 - 31 January 2026 inclusive; |
| “Entrants” (also “you”, “your”) | means the person, company or other legal entity that submits an Entry for consideration in the Spikes Asia Awards. If an Entry is shortlisted for or wins an Award, the Entrant is the entity which receives any trophies or certificates awarded; |
| “Entry” (plural “Entries”) | means the Work submitted by an Entrant for consideration in the Spikes Asia Awards (an Entry occurs when you submit an Entries Payment Form to us); |
| “Entry Fee” | means the amount paid by an Entrant to us, which is due immediately, at the time of entry into the Spikes Asia Awards and submission of the Entries Payment Form |
| “Entry Materials” | means all materials you provide to us, including your Entry; |
| “Entries Payment Form” | means the online entry form required for the submission process (Entries are only submitted once this online payment form has been completed); |
| “Execution” | means a specific instance of branded communication, e.g. a particular TV spot, poster or branded event; |
| “Final Deadline” | means the deadline for each Representative to submit a signed Declaration Form and for: (a) providing information regarding ownership and/or affiliation of Agencies and Companies (in accordance with the relevant Affiliation Test or Ownership Test) for the purposes of calculations for Special Awards, which information must be verified by way of the Declaration Form; and (b) requesting any amendments to the credits in the 2026 Spikes Asia Companies List The Final Deadline shall be 5pm GMT on 05 March 2026, and references to expiry of the Final Deadline shall mean any point in time after 5pm GMT on 05 March 2026; |
| “Guiding Principles” | means the guiding principles set out in Part A of these Rules which indicate the spirit in which we will interpret and apply all the Rules; |
| “Grand Prix for Good Rules” | means the rules for Grand Prix for Good Awards which are set out in Part D of these Rules; |

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| “Healthcare Agency” | means an Agency where more than 50% of the Agency turnover is attributable to health and wellness, pharma or RX Client/Brands, products, services or messages and/or those products, services or messages associated with these sectors; |
| “Healthcare Network” | means one of the Healthcare Networks included in the list of Healthcare Networks set out in Clause 16 of Part B of these Rules (as amended from time to time); |
| “Healthcare Network Affiliation Test” | means a test that will be satisfied by Companies if they: (a) include the Healthcare Network’s name in their Legal/Trading Name; or (b) are owned by an entity that shares the same Legal/Trading Name as the Healthcare Network; or (c) they: (i) have clear financial, creative and reporting lines to the Healthcare Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Healthcare Network; (iii) the Creative Lead of the Healthcare Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Healthcare Network has the power to direct the management of such Company, (as verified by Declaration Form 2). |
| “Healthcare Network Ownership Test” | means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Healthcare Network Parent Company; or (b) a Subsidiary Company of the Healthcare Network Parent Company which is itself 51% or more owned by the Healthcare Network Parent Company; |
| “Healthcare Network Parent Company” | means the parent company of the Healthcare Network; |
| “Holding Company” | means one of the Holding Companies included in the list of Holding Companies set out in Clause 14 of Part B of these Rules (as amended from time to time); |
| “Holding Company Ownership Test” | means a test that will be satisfied by Companies if they are 20% or more owned by: (a) the Holding Company; or (b) a Subsidiary Company of the Holding Company which is itself 20% or more owned by the Holding Company; |
| “Idea Creation Role” | means any Company that was Significantly involved in the creation of the idea at the core of an Entry; |
| “Independent Agency” | means an Agency that is: (a) majority (51% or more) owned by its management or independent shareholders; and (b) not associated with any Holding Company or Network (excluding Independent Networks). For the avoidance of doubt, Agencies that are not part of a Network, but which are owned more than 20% by a Holding Company are not considered to be an Independent Agency. The number of offices an Agency has and the number of countries in which an Agency is located is irrelevant as to whether an Agency is an Independent Agency; |
| “Independent Healthcare Network” | means one of the Independent Healthcare Networks included in the list of Independent Healthcare Networks set out in Clause 19 of Part B of these Rules (as amended from time to time); |
| “Independent Healthcare Network Affiliation Test” | means a test that will be satisfied by Companies if: (a) they include the Independent Healthcare Network’s name in their Legal/Trading Name; (b) they are owned by an entity that shares the same Legal/Trading Name as the Independent Healthcare Network; or (c) they: (i) have clear financial, creative and reporting lines to the Independent Healthcare Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Independent Healthcare Network; (iii) the Creative Lead of the Independent Healthcare Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Independent Healthcare Network has the power to direct the management of such Company, (as verified by Declaration Form 2); or (d) they are a collection of independent Healthcare Agencies that identify themselves as a global Healthcare Network; |
| “Independent Healthcare Network Ownership Test” | means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Independent Network Parent Company; or (b) a Subsidiary Company of the Independent Network Parent Company which is itself 51% or more owned by the Independent Network Parent Company; |
| “Independent Network” | means one of the Independent Networks included in the list of Independent Networks set out in Clause 18 of Part B of these Rules (as amended from time to time); |
| “Independent Network Affiliation Test” | means a test that will be satisfied by Companies if: (a) they include the Independent Network’s name in their Legal/Trading Name; (b) they are owned by an entity that shares the same Legal/Trading Name as the Independent Network; or (c) they: (i) have clear financial, creative and reporting lines to the Independent Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Independent Network; (iii) the Creative Lead of the Independent Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Independent Network has the power to direct the management of such Company, (as verified by Declaration Form 2). |

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| “Independent Network Ownership Test” | means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Independent Network Parent Company; or (b) a Subsidiary Company of the Independent Network Parent Company which is itself 51% or more owned by the Independent Network Parent Company; |
| “Legal/Trading Name” | means either: (a) the legal name of the company (e.g. as registered with the relevant authority); or (b) the trading name of the company, where the company is able to demonstrate to our satisfaction use of this name in the ordinary course of business (e.g. by reference to invoices, contracts, terms and conditions, or the company’s website); |
| “Location” | means a place in the world which are shown in the Glossary under Asia, Europe, Latin America, North America, Pacific & Sub Saharan Africa; |
| “Media Agency” | means an Agency that advises Brand owners and advertising agencies on a Brand's position, messaging and creative communications; |
| “Media Network” | means one of the media networks included in the list of media networks set out in Clause 17 of Part B of these Rules (as amended from time to time); |
| “Media Network Affiliation Test” | means a test that will be satisfied by Companies if: (a) they include the Media Network’s name in their Legal/Trading Name; (b) they are owned by an entity that shares the same Legal/Trading Name as the Media Network; or (c) they: (i) have clear financial, creative and reporting lines to the Media Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Media Network; (iii) the Creative Lead of the Media Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Media Network has the power to direct the management of such Company, (as verified by Declaration Form 2); |
| “Media Network Ownership Test” | means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Network Parent Company; or b) a Subsidiary Company of the Network Parent Company which is 51% or more owned by the Network Parent Company; |
| “Media Placement Role” | means a Company that worked Significantly or solely on the media strategy of the work being submitted or any other type of Company who worked Significantly on the media strategy; |
| “Medium” | means a single channel or branded messaging platform; |
| “Mixed Ownership Companies” | means any entity which is owned by two or more Companies; |
| “Mixed Ownership Test” | means a test that will be satisfied by each Company providing evidence of a minimum of 20% or more ownership in the Mixed Ownership Company that has been credited in the Spikes Asia Awards. Companies with less than 20% will not be treated as an owner unless they can evidence control over management, key decisions or hold voting rights; |
| “Network” | means one of the networks included in the list of networks set out in Clause 16 of Part B of these Rules (as amended from time to time); |
| “Network Affiliation Test” | means a test that will be satisfied by Companies if: (a) they include the Network’s name in their Legal/Trading Name; (b) they are owned by an entity that shares the same Legal/Trading Name as the Network; or (c) they: (i) have clear financial, creative and reporting lines to the Network; (ii) are clearly and publicly acknowledged as affiliated, or aligned with, the Network; (iii) the Creative Lead of the Network is, directly or indirectly, the Creative Lead of the Company; and (iv) the Network has the power to direct the management of such Company, (as verified by Declaration Form 2). |
| “Network Ownership Test” | means a test that will be satisfied by Companies if they are 51% or more owned by: (a) the Network Parent Company; or (b) a Subsidiary Company of the Network Parent Company which is itself 51% or more owned by the Network Parent Company; |
| “Network Parent Company” | means the ultimate, and common, parent company of a Network, Healthcare Network, Independent Healthcare Network or Independent Network; |
| “Notice of Dispute” | has the meaning given to it in Clause 51.1 of Part A of these Rules; |
| “Owned” | means a Company that satisfies the applicable Ownership Test, in relation to the relevant Special Award for which it is eligible; |
| “Ownership Test” | is the collective term used to describe one of: (a) the Healthcare Network Ownership Test; (b) the Holding Company Ownership test; (c) the Media Network Ownership Test; (d) the Network Ownership Test; or (e) the Mixed Ownership Test (together being the "Ownership Tests"); |
| “Post-production Company” | means a single office of a Post-production Company which is responsible for all or any of the stages of production occurring after initial creation, shooting, recording and/or filming of content; |
| “Post-production Role” | means a Company that had a Significant role in the post-production of the Entry being submitted. This can be any type of Company who worked Significantly on the post-production. This does not refer to Companies who solely produced the ‘case film’ for the Entry; |
| “Production Company” | means a single office of a Production Company which is responsible for the creation, shooting, recording and/or filming of content; |

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| “Production Role” | means a Company that had a Significant role in the main production and visual concept of the Entry being submitted. This can be any type of Company who worked Significantly on the main creation, shooting and/or filming of content and/or visual concept. This does not refer to Companies who solely produced the ‘case film’ for the Entry; This does not refer to Companies that worked in post-production of the entry; |
| “Representative” | has the meaning given in Clause 25.1 of Part B of these Rules; |
| “Restriction” | has the meaning set out in Clause 19 of Part A of these Rules; |
| “Rules” | means: (a) Part A of these Rules (General Terms and Conditions that apply to all Spikes Asia Awards and Special Awards); (b) Part B of these Rules (Additional Terms and Conditions that apply to Special Awards only); and (c) Part C of these Rules (Special Awards Rules); and (d) Part D of these Rules (Grand Prix for Good Rules); as applicable and as amended from time to time; |
| “Scam Entry” | has the meaning given in Clause 8 of Part A of these Rules; |
| “Section” | means a constituent section of a Spike; |
| “Special Award” | means an award that is won by the calculation of points rather than being awarded by a jury. Points accrue upon Entries winning or being shortlisted for an Award (as further specified in these Rules); |
| “Special Awards Rules” | means the award-specific rules applying to each Special Award which can be found in Part C of these Rules; |
| “Spikes Asia Awards” | means these awards, brought to you by LIONS, where Entries are judged by juries with the outcome of awarding Awards & Special Awards; |
| “Spikes Asia”, “LIONS” (also “we”, “us”, “our”) | means Ascential Events (Europe) Limited, part of the Informa Group, a company registered under company number 07814172, which has its registered address at Informa, 2nd Floor, 81-87 High Holborn, London, WC1V 6DF; |
| “Spike(s)” | means a grouping of Sections, which are as follows: Audio & Radio Brand Experience & Activation Creative Commerce Creative B2B Creative Data Creative Effectiveness Creative Strategy Design Digital Craft Direct Entertainment Film Film Craft Gaming Glass: The Award for Change Healthcare Industry Craft Innovation Integrated Media Music Outdoor PR Print & Publishing Social & Creator |
| “Spikes Asia Purposes” | has the meaning given to it in Clause 18 of Part A of these Rules; |
| “Significant” or “Significantly” | when used in reference to a Company's Role in relation to an Entry, shall mean the Company or Companies which contributed to the particular Role. At least one Company must be credited with the Role if there is any Company which meets at least one of the following criteria: (a) the Company contributed 20% or more of the key team members involved in carrying out the Role; (b) the Company contributed 20% or more of the total hours expended for that Role in relation to the particular Entry; (c) the Company received 20% or more of the billings/fees for that Role in relation to the particular Entry; (d) the Company was named on the contract with the advertiser and was clearly visible to the advertiser as having performed the relevant Role in relation to the particular Entry; |

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| "Validation Process" | means the validation process set out in Clauses 25 to 28 inclusive of Part B of these Rules; |
| "Work" | means a coordinated series of linked, single or multi-channel Executions with a single idea or theme. |