

# Spikes Asia 2010 entries up 14%

SINGAPORE: A total of 3058 entries from 22 countries will be competing at this year's Spikes Asia Festival, which kicks off this forthcoming Sunday, 19 September 2010, in Singapore, a 14% increase versus last year.



The categories that have shown the highest increase are TV/Cinema Craft, Radio and Direct & Sales Promotion. The top countries participating are India with 452 entries, followed by Singapore with 379, Japan on 333 and Australia with 309 entries.

"This year we have seen growth across practically all categories, and in some areas the entry levels have more than doubled. Awards provide recognition, inspiration and motivation and we are delighted with the support the agencies are giving to Spikes Asia, now the largest awards in the region. With a record number of attendees expected, Spikes Asia is proving to be the leading industry event to attend," said Philip Thomas, CEO of Cannes Lions, joint organisers with Haymarket of Spikes Asia.

Category	2009	2010	% Variation
2010 v 2009			
TV/Cinema	310	417	+35%
Print	576	473	-18%
Outdoor	615	604	-2%
Direct & Sales Promotion	151	306	+103%
Media	230	305	+33%
Radio	62	127	+105%
Design	152	163	+7%
TV/Cinema Craft	53	111	+109%
Print Craft	210	135	-36%
Integrated	54	82	+52%
Digital	272	335	+23%
TOTAL	2685	3058	+14%

Due to the unexpectedly high increase in the number of entries, five more judges have been appointed: Ricky Pesik,

managing director of Satucitra in Indonesia and Toshiya Kono, executive creative director of Hakuhodo, Japan (who is also on the Craft jury), will both join the Direct and Sales Promotion jury; Cheuk Chiang, PHD's CEO for Asia Pacific will become a member of the Media jury; and both Marcus Rebeschini, Y&R's chief creative officer-Asia and Ben Cooper, digital director of Three Drunk Monkeys in Australia, will be on the Digital jury.

The winners will be announced and honoured during the Spikes Asia awards ceremony that will be held during the evening of Tuesday 21 September at the Esplanade Theatre, followed by the After Party at IndoChine Waterfront.

Other accolades to be revealed during the Awards Ceremony are: Agency of the Year, Media Agency of the Year and Network of the Year. UNIQLO will be honoured with the 2010 Advertiser of the Year award.

For more information on Spikes Asia 2010 or to register to attend, go to [www.spikes.asia](http://www.spikes.asia).

Spikes Asia is jointly organised by Haymarket and Cannes Lions.

**Entries by country.**

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