

# Creativity is top of the agenda at Young Spikes Marketers Academy

SINGAPORE: Cinemark is the official local representative of Cannes Lions and its affiliates. For a second year, the Spikes Asia Festival of Creativity is offering young marketers an unrivalled opportunity to understand better the impact that creativity can have on their business. The Academy runs across the three-day Festival, providing an inspiring and enhanced learning environment, from 16-18 September 2012.



The Young Spikes Marketers Academy, sponsored by Omnicom Group, will see a group of 25 marketers and brand managers working at client organisations, aged 30 years and under, come together in Singapore for a bespoke learning programme. Companies that have so far signed up for the Academy include Guinness, Diageo, adidas, IOBM, DBS, Asia Pacific Breweries,

Capitaland Limited, P&G, Health Promotion Board, EDB and Bacardi.

Incorporating world-class seminars and forums from the Festival's content programme, the tailored Academy programme will also include exclusive presentations from some of the industry's greatest leaders. Speakers will include, Rupen Desai, regional president at Lowe and Partners, Kaarthik Subramani, brand manager at Unilever, Barry Cupples, CEO of Omnicom Media Group APAC, and Yusuf Hatia, managing director of Client Services for Fleishman-Hillard, India. Sessions are structured around six core learning areas: Why creativity matters for today's successful brands; Understanding how brands are successfully integrating creativity into their strategies; Creative effectiveness - the measurable nature of creativity and why it has a proven impact on business; The impact of digital - how technology has revolutionised creativity in communications; The modern brand; Managing the creative process - how to get the most out of your agency.



**Spikes  
Asia 12**  
Advertising Festival  
Singapore 16 -18 September

Myriam Coupard, Festival director of Spikes Asia, says about the Academy, "We're delighted that for a second year in a row we can provide a dedicated marketers academy which will serve to teach and inspire the young generation of marketers by providing essential training. They will learn a huge amount in just three days, coming away creatively stimulated with a greater knowledge of industry trends and client/agency relationships."

Tim Love, vice-chairman and chief executive officer APIMA, Omnicom Group, says, "We were impressed with the Academy last year and are looking forward to working with this year's Dean of the Academy - Dennis Toh Kheng Huat."

The Academy will be led by tutor, Dennis Toh Kheng Huat, a full-time lecturer in the Business Faculty at Temasek Polytechnic. He is also a mentor to young marketers and communications specialists. As a marketing coach, he is involved in training corporations, individuals, students, senior citizens on issues relating to marketing, PR and social media. Students will graduate from the Academy at a special graduation ceremony taking place at the end of the Festival.

Further information on the Young Spikes Marketers Academy can be found online at [http://www.spikes.asia/young\\_spikes/marketers\\_academy.cfm](http://www.spikes.asia/young_spikes/marketers_academy.cfm)