

## Print 2011

### **A. Eligibility**

1. The competition is open to all those involved in advertising and communication - Advertising Agencies, Production Companies, Advertisers, etc.
2. It is the responsibility of the entrant to ensure that the commissioning client has the rights to use the intellectual property of the brand advertised.
3. The Organisers may refuse entries which offend national or religious sentiments or public taste.
4. Advertisements must not have been entered in the Festival in previous years.
5. Any entry which, up to and including the final day of judging, has infringed any of its country of origin's voluntary or regulatory codes of practice, is not eligible. It is the responsibility of the entrant to inform the Festival Organisers should any infringement have arisen prior to the judging and Awards Ceremony.
6. All work submitted must **have been implemented** for the first time between **1 July 2010 and 31 August 2011**. Entries will be accepted on the basis that they are designed for implementation in Asia Pacific or are created by Asia Pacific agencies or companies. For the purpose of Spikes Asia, those countries are:  
**Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, The Philippines, Singapore, Sri Lanka, Taiwan, Tasmania, Thailand, Vietnam.** Thus, work can be entered by agencies outside Asia Pacific if it adheres to the above criteria. Likewise, work that has run outside the Asia Pacific region may be entered as long as it has been created by Asia Pacific agencies.  
Entries cannot be cancelled or removed from the competition after 2 September 2011.
7. Only one party may enter an advertisement, i.e. Agency or Production Company, to be agreed in advance between the parties concerned. In the event that the same advert is submitted by two different entrant companies, only the first entry will be accepted.
8. All entries submitted must have been created within the context of a normal paying contract with a client, except in the case of self promotion and non profit organisations and that client must have paid for all of the media costs.
9. The Festival organisers may contact the client related to any entry at the request of the jury at any time during the voting process should any questions about the implementation or presentation of the work arise.
10. The Organisers will endeavour to move entries to more appropriate categories if necessary. However, the Jury may not be allowed to move entries between categories during the judging.
11. All entry forms must be completed online at [www.spikes.asia](http://www.spikes.asia), including an entries payment page and entry form. Please note that entries submitted online will not be considered complete until all the relevant entry materials have been received, both online and in the Spikes Asia Office.

### **B. Enforcement of the Rules**

1. All entries must be submitted for judging exactly as published, aired or implemented and may not be modified for awards entry. However, entries that are not originally in English may be translated as long as the presentation is exactly the same as the original version.
2. Directors cuts, spec ads and conceptual advertising are not eligible.
3. The Festival reserves the right to request a full media schedule from each entrant company to verify the authenticity of the ad(s) in the event that entry is shortlisted or a winner.
4. The Festival requests full client contact details and reserves the right to contact the client directly to clarify or confirm any information relating to the entry.
5. In the event of a complaint against any winning or shortlisted entry, the Festival organisers will conduct a full investigation into each case and will request detailed

documentation from all parties concerned including the complainant, the entrants and the client.

6. The Festival organisers will have no hesitation in withdrawing an award in cases where the complaint is upheld.

7. Entrants or companies who are proved to have deliberately and knowingly contravened any rules relating to eligibility may be barred from entering the awards for a period of time following the Festival as specified by the organisers.

8. For further information please refer to our official statement on 'scam' entries [here](#)

### **C. Judging**

\* The Spikes Asia prizes will be awarded by a Jury composed of top international creatives.

\* The Jury will meet in Spikes Asia in Singapore to vote on the entries and select finalists and winners.

\* At all voting stages, the judges are prevented from voting for entries submitted by their own agency in their country.

\* The decision of the Jury in all matters relating to the awarding of prizes will be final and binding.

### **D. Awards.**

At the second viewing, the Jury will vote on the shortlist and then decide which entries will be awarded Gold, Silver and Bronze Spikes Asia trophies.

\* A Spikes Asia Grand Prix will be awarded in each of the 12 media - Film, Print, Outdoor, Digital, Radio, Direct, Promo & Activation, Media, Design, PR, Integrated and Craft. The Grand Prix will be chosen from the Gold Spikes Asia awards in each section.

\* Entries in the Public Service and Charities categories are excluded from winning the Grand Prix.

\* Entries that reach the second viewing are shortlisted and will receive a certificate

\* All trophies are given to the entrant companies.

\* The **Spikes Asia Agency of the Year Award** will be given to the agency that obtains the highest score for its entries in the sections Film, Print, Outdoor, Radio, Film Craft and Print & Poster Craft, irrespective of whether these have been entered by the agency or another party. The Award will be given to one office only - points awarded to sister companies will not be combined. For example, the points for TBWA\Beijing and TBWA\Shanghai will be considered separately. Where more than one agency has been credited on the original entry forms, the points will be divided pro rata amongst each agency.

The calculation is based on all the awards won by an agency, but will include a maximum of 10 points for shortlisted entries. If an entry is shortlisted and then goes on to win an award, the shortlist point is no longer counted.

If the same entry or campaign is entered in more than one category and is shortlisted and/or wins more than one award, only the points for the highest award are counted. This applies to both single and campaign entries. For instance, if a campaign wins a Lion and one part of that campaign also wins an award, only the Highest award will count.

In the case of a tie, first the number and then the rank of the awards are considered. If necessary all shortlist points are considered. Finally, any duplicate prizes that have been discounted are brought back for consideration.

Only the information submitted on the entry forms or amendments received before 2nd September 2011 will be considered in the Agency of the Year calculations.

\* Scores are calculated as follows:

Shortlist 1 point  
Bronze 3 points  
Silver 5 points  
Gold 7 points  
Grand Prix 10 points

### **E. Entry deadline: 22 July 2011**

All entries and payment must be received in the Spikes Asia office in Singapore or through our website [www.spikes.asia](http://www.spikes.asia), no later than this date.

### **F. Entry Requirements**

We have provided some tips for entering Print: Please [click here](#).

- \* Each advertisement constitutes one entry.
- \* Ads which form a campaign must be entered and paid for as single entries - e.g. three ads which form a campaign must be paid for as three separate entries and will be judged individually. Entries submitted as part of a campaign cannot be entered again as a single entry and vice versa.
- \* "Teasers", where each execution taken individually is meaningless and, probably, where the name of the product/brand appears only once in the series, are considered one entry.
- \* Ads can be entered in **one** category per medium only.

Please carefully check and re-check the credits you have entered. If you are shortlisted or a winner, these credits will be published on our website exactly as you have typed them here. Any amendments or additions to credits made after **2 September 2011** will incur costs.

### **G. Material Requirements**

\* For each entry you must supply:

**One JPEG** at 300 dpi RGB, longest side 420mm

\*Participants who enter online will be able to **upload JPEG (max 10MB)** images to the website as part of their entry. Alternatively, digital images can be supplied on PC compatible CD-ROM. If submitting on CD-ROM, please name all images as the title of the entry and include all images for all your entries, separated in folders by entry section, on **one** CD-ROM

**One unmounted proof** of each entry:

This will be used by the Jury for judging and should be approximately 60 cm x 40 cm, but not larger (A2). Any proofs submitted which are larger than these dimensions will be folded.

**One mounted proof** of each entry:

For Print ads please supply 1 appropriate mounted proof. This will be used, if the ad is shortlisted, in the Print exhibition. It should measure approximately 60cm x 40cm and be mounted on black lightweight card with a copy of the entry form on the back.

\* Ads which are not in English should be accompanied by an English translation. It will be in your own interest to explain or translate any specific word play or local, social, cultural or political references and nuances.

For further assistance and guidance on preparing your Print entries, please contact [entries@spikes.asia](mailto:entries@spikes.asia)

#### **H. Mailing Instructions and Checklist**

Please supply the following material and documents:

- 1 x mounted proof per entry
- 1 x unmounted proof per entry
- PC Compatible CD-ROM containing a digital image of each entry (not required if all digital images have been uploaded online).

**Send by courier or registered mail to:**

#### **Spikes Asia Awards**

35A Kreta Ayer Road

Singapore

089000

Tel +65 6224 6101 Fax +65 6224 6102

IT IS ESSENTIAL THAT ALL ENTRANTS USE THE PROVIDED **PACKAGE LABELS** SUPPLIED WITH THEIR ONLINE ENTRY FORMS WHEN SENDING ENTRY MATERIALS TO THE SPIKES ASIA OFFICE. PLEASE USE PHOTOCOPIES IF NECESSARY. THERE WILL BE A DELAY IN PROCESSING YOUR ENTRY IF YOU DO NOT USE THE LABEL.

A Customs Invoice should be included in this consignment which should be clearly marked "CONTEST MATERIAL - NO COMMERCIAL VALUE". If your courier requires a value to be indicated, this should be purely nominal - for example: 1.00 dollar per video or 50c per CD-ROM.

It is the competitor's responsibility to ensure and confirm safe delivery of his/her shipment at the Spikes Asia office and to cover fully ALL courier, mailing and insurance costs and any import duties in advance, up to and including arrival at the Spikes Asia office.

The Spikes Asia Organisers cannot accept responsibility for presentation of entries which arrive after **2 September 2011**.

#### **I. Fees**

The entry fee of S\$365 is applicable on EACH Print entry (for companies based in Singapore + 7% GST is added, total S\$391)

**A S\$50 late fee per entry will be added after the original 22 July deadline.**

#### **Payment**

Payment should be made either:

By **BANK TRANSFER**

Or, by **CREDIT CARD** - Visa, MasterCard or AMEX ONLY.

**Cheques are NOT accepted.**

**Please note the following fees will be added to your entries when you check out.**  
AMEX 4.4% of the transaction

MasterCard/Visa 3.25% of the transaction  
Bank Transfer S\$10 (this is in addition to any fees charged by your bank)

If you pay by bank transfer, please fax or email a copy of your bank transfer confirmation to +65 6224 6102 or [payments@spikes.asia](mailto:payments@spikes.asia)

It is imperative that you cover ALL bank charges; otherwise your entries may be refused. Please ensure that payment is made in Singapore Dollars and arrives at our bank in Singapore Dollars.

\* Participants who pay by bank transfer will receive a proforma invoice (invoice to pay) as part of an email confirmation containing a full set of completed entry forms.

\* Refunds will only be made if written notification of the entrant's wish to withdraw his entries reaches the Spikes Asia Office before **22 July 2011**. No refund after this date can be considered by the organisers under any circumstances, **regardless of any extension to the entry deadline.**

#### **J. Treatment and Publication of Entries**

\* Any material submitted in the course of entering the awards becomes the property of the Organisers and cannot be returned.

\* Entrants may be required to supply additional material of any shortlisted or winning work for the winners' DVD and any promotional publication and exhibitions held after the Festival.

\* In order to promote the Festival, each entrant authorises the Festival Organisers to screen or publish his ads with or without charge at public or private presentations, wherever and as often as the Organisers think fit. The Festival Organisers retain the right to transfer videotape to film or encode digitally.

\* In addition, each entrant undertakes to allow the lending or selling by the Festival Organisers of the entries to any interested public or private organisation with a view to promoting the Festival either directly or indirectly.

\* Any entry may be compiled by the Festival Organisers into a collection of entries. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by any organisation other than the Festival Organisation or any organisation authorised to do so by the Festival Organisation. Each entrant agrees to assist the Festival Organisers in supporting any legal action that may be taken to prevent a breach of this condition and to supply information to the Organisers immediately should they become aware that an unauthorised collection or compilation is available for sale or distribution.

\* Each entrant agrees to hold the Festival Organisers harmless of any claims that may be made against them by reason of any such screenings or publishing. Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.

\* All entrants must accept that their entries may be used in our archive

\* Each entrant confirms to the Organisers that they have the legal right to enter the Festival on the terms of these Entry Rules. Each entrant indemnifies the Organisers against all liability to any other person, firm or company and all loss arising from a breach by the entrant of any of these rules.

#### **K. Miscellaneous**

\* Each entrant accepts full responsibility for the quality of entries and discharges the Festival Organisers from any responsibility in respect of third parties.

\* All entrants will strictly observe the Entry Rules. Completion and signature/sending of the Entries Payment Form will imply full acceptance by each entrant of the Festival Rules. Non-compliance with any of the Entry Rules will result in automatic disqualification of the entry.

\* The decisions of the Festival Organisers in all matters relating to the International Advertising Festival shall be final and binding.